

Customer information questionnaire

This questionnaire is intended to be a template that can be tailored to fit your specifications. It is recommended that you do not include all the questions in your survey, in order to ensure that you gather quality data from your participants and that they remain engaged.

1. How does your organisation interact with families?

How does your organisation interact with families? Select all applicable from the options below:

- Families visit our premises – *if yes, complete section 2.*
- Staff speak with families over the phone – *if yes, complete section 3.*
- We make deliveries to families – *if yes, complete section 4.*
- Online – website, email, social media, online booking online, access information online
- Other- please specify

What are your opening hours?

- Monday-Friday:
- Saturday:
- Sunday:

Have you considered the following with regards to your opening times? Select all applicable from the options below:

- Parents/Carers – outside normal working hours
- Weekend workers
- Night shift workers

Can you increase the number and improve upon the ways you interact with families? For example, engage with families via social media, offer online booking, extra 'out of hours' services

2. Facilities for customers please complete this section if families visit your premises

Are your premises wheelchair and buggy accessible? For example, do you have:

- Ramps at the entrance & exit
- Automatic Doors
- Lifts if you are on more than one story

- Storage areas for buggies (ideally secure)

Do your premises have toilets for visitors?

For families with young children, do you offer nappy changing and feeding facilities?
Can both men and women use these?

Are your toilet, changing and feeding facilities easily accessible and located near to family areas/ waiting areas?

Do you use children's step stools or low sinks to make sinks accessible for young children?

Essential facilities – all customer focused members are expected to have:

- Suitable access for wheelchair users and buggies.
- Clear signage and easily identifiable staff/personnel.
- Displays showing information relevant to families.
- Clearly display information either online, in advertising materials or on your premises, on the facilities we provide for families on our website and promotional materials i.e. a families area with facilities list and family FAQs.

Desirable facilities – these facilities are highly valued by families, so we encourage you to consider providing them:

- Seating* – Comfortable seating for children and those with limited mobility.
- Customer toilets* – Accessible toilet and baby changing facilities that both women and men can access.
- Café or restaurant* – Include healthy food and drink options suitable for families and offer free drinking water.
- Comfortable seating for feeding babies, including breastfeeding.
- Bag and coat storage.
- Secure buggy storage.
- Information explaining waiting times.
- Helpful travel Information.

**If you offer customer seating, customer toilets, café/restaurant facilities to your customers, your facilities will be expected to cater for families' needs as described above.*

What adaptations can be made to be more accessible to customers?

3. If you interact with families over the phone:

- Do you have phone lines open outside of normal working hours?
- Are you flexible with call times to fit in with customers?
- Do you avoid calling families during 'busy times' e.g. early morning, meal times,

4. If you make home visits or deliveries to families:

- Do you offer visits outside of normal working hours?
- Do you arrange visits to fit in with family members?
- Can families select appropriate delivery times e.g. avoiding school drop off/collection times?

5. Customer/service user training

How do you raise staff awareness of your family friendly offer, to keep staff informed and able to assist family customers/service users? Please select from the list below:

- Training days
- Staff meetings
- Email/Intranet
- Staff induction
- Display boards
- Other – please specify

Do you offer family friendly customer service training and diversity training to your staff?

- Yes, to all staff
- Yes, to new staff
- Yes, available On an individual basis according to staff need
- No
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If you answered 'yes' to any of the above. How is your family friendly customer service training and diversity training provided?:

- By in-house staff
- By external trainers
- Through training days
- Online training
- Written guides/booklets
- Workshops

6. Customer/service user feedback

Do you ask for feedback from staff members on your family policies and practices?

Do you ask for feedback from customers when making changes to policies and facilities that may affect them?

How do you gather this feedback? Please select from the list below:

- Questionnaires
- Individual interviews
- Focus groups
- Comments to staff

- Comment cards
- Suggestion boxes
- Observation
- User groups
- Other – please specify

If you run interviews or focus groups:

- Do you consult on the suitability of timing and location when deciding where and when to hold these? E.g. outside school hours, working hours, at local community centre?
- Do you offer any childcare provision for attendees?
- Do childcare arrangements take into account the different needs of families e.g. children with disabilities?

How do you disseminate the results of this feedback to participants, other service users and interested parties? Please select from the list below:

- Individual meetings
- Email/ Newsletter
- internet / display boards
- Local press
- Other

How do you use feedback gathered from family members? How do you respond to feedback, both positive and negative?

What percentage of concerns and complaints raised are resolved? Would you like to improve this?

Are results and feedback reported to all levels of management:

- Customer service
- Directors
- Board of executives
- Department and team managers
- Other

Do you try to engage those who don't currently use your service to ask for their feedback? If yes, how do you do this?

How can customers/service users contact you with ad hoc feedback? Please select from the list below:

- Telephone
- Email
- Online form
- Postal address
- Other – please specify

Do your policies specify response times for customer feedback?

How do you review ongoing feedback to identify actions and review changes?

7. Your users

Are your services used by a diverse and representative range of users?

- Yes
- No
- Somewhat

If not, do you know why not?

How do you ensure that the needs of a diverse range of families are represented? Do you monitor the diversity of your respondents?

How have you gathered the information on your customer/service user demographics? Select from the list below:

- Questionnaires
- Focus groups
- Comment cards
- Suggestion boxes
- Observation
- User groups
- Other

How often do you update this information?

- Annually
- Every 2-5 years
- Never

If yes, how do you gather this information?

- Questionnaires
- Individual interviews
- Focus groups
- Comment cards
- Suggestion boxes
- Observation
- User groups
- Other

How do you use customer profiling to influence your services?

- Engagement adapted
- Marketing adapted
- Opening times adapted
- Facilities adapted

8. Marketing to families

Do you run marketing campaigns aimed at families?

Have you identified the demographics of the families that use your services?

Have you used input from these families to influence your marketing campaigns and materials? Please select from the list below:

- Questionnaires
- Individual interviews
- Focus groups
- Observation
- Other – please specify

Do you know what advertising/marketing regulatory bodies your organisation is subject to? E.g. Advertising Standards Authority, Ofcom

How do you market to families?

- TV advertising
- Newspaper/magazine advertising
- Post – e.g. fliers or brochures
- Text messages (SMS)
- Social media
- Phone calls
- Posters
- Your website
- Internet
- Product packaging
- E newsletters
- Other – please specify

Do you take steps to ensure your communication is consistent across all of your communications, including contact with your staff?

Do you test your communications with target audiences to ensure they are clear?

Do your marketing and communications try to appeal to a diverse range of families e.g. family members with disabilities, grandparents, single parents, and fathers?

Do you use inclusive images and language in your marketing and advertising?

Are there any types of families/family members who you'd like to better connect with?

Do you offer family deals that can be adapted for single parents, grandparents and grandchildren etc

What provisions do you make to meet the needs of different families with your products and materials? Select from the list below:

- Large, clear fonts on products, packaging and instructions
- Easily opened packaging
- Instructions in different languages
- Other

Have you connected your marketing campaigns with other local or national campaigns/celebrations? E.g. Parents Week, disability awareness campaigns, Grandparents Day, religious festivals e.g. Eid, Christmas, Black History Month