



Oadby & Wigston

BOROUGH COUNCIL

Customer Service Statistical Analysis

Quarter 2 Results

Introduction

At the Service Delivery Committee Meeting on 7 September 2021, members requested greater detail relating to the statistical information provided for the Customer Service Centre.

Background

The pandemic has created channel shift naturally. More customers have now chosen to utilise our digital channels to access Council services.

With the introduction of the Council's customer services improvement function it has created a greater focus on our performance and also ensures that we focus on our customers being first and the delivery of our services.

This document gives a detailed analysis of all the *tasks* undertaken by the Customer Service Centre and the role of the Technical Officer. This includes volumes of calls or items processed, an explanation and any action that has been taken to address where performance is not meeting the required standard or where improvements have been made.

Oadby & Wigston Borough Council is committed to delivering a high standard of service to all our customers and to improving the services we provide. We have a Customer Charter which covers the whole Council which is available on the website.

The Customer Service Centre also has a published service standards agreement along with all other front facing services.

While the Customer Service Centre offers the traditional call centre provision it also provides far more. Our Technical Officers are multi-disciplined staff trained with expertise in all the key services areas provided by the Council.



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Email/Contact Us Online

The turnaround service standards for emails and contact us online forms are to acknowledge receipt within 1 working day and to fully reply within 3 working days when residents contact the Council via email and online contact. The vast majority of online/email enquiries are answered the same day.

Quarter 2	July	Aug	Sept
Number of emails	437	444	375
Number of contact us forms processed	192	199	175
Number of complaints triaged	12	14	16
Average response time	1 day	1 day	1 day

Calls

Although channel shift has taken place, telephone contact still remains the most popular access channel to the Council. The Customer Service Team work hard to reduce waiting times and answer calls quickly.

The primary role of the Customer Service Technical Officer is to answer customer enquiries. However, as previously stated they also provide essential admin support to other service areas in the Council and to reflect this they are targeted to answer at least 85% of calls.

The published turnaround times are to answer 85% of all initial contact calls into the contact centre with an average wait time of 5 minutes.

It does not include onward transmission to other service areas such as Revs and Bens or Housing which is considered a secondary contact point and a further wait could be incurred.

Over quarter one it was evident that call volumes were not decreasing and three staff who were recruited to temporary positions were made permanent to offer greater capacity and resilience.

Quarter 2	July	Aug	Sept
Number of calls	6359	5386	5820
Number of calls answered	5039	4702	5226
Percentage answered	79%	87%	89%

Number of abandoned calls*	1320	684	594
Average wait time before abandonment	3.09	2.46	2.32



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Definition of Abandoned Calls

Abandoned calls are calls that are terminated by the customers, before they are answered by a customer service technical officer.

There are many reasons for customers choosing to abandon their call, the most common ones include:

- The wait time being too long
- The customer has picked wrong option or has misdialled
- The customer changes their mind and hangs up
- Systems stating that calls are recorded and callers are reluctant to have their calls recorded.

All call centres have abandonment rates. Benchmarking with other councils shows us that these vary between 10% and 20%.

Service Area Administration Support

The Customer Service Team carry out a variety of admin tasks for teams across the council.

This involves them:

- Running/producing reports to direct work e.g. the depot like delivery/collection of bins and issuing Garden waste permits
- Logging/allocating work to the Environmental Health team, registering food businesses
- Booking appointments/inspections for the Building control and Licensing team
- Raising invoices
- Processing applications for housing and taxi vehicles
- Acting upon referrals and information received via First Contact and Tell Us Once.

Quarter 2	July	Aug	Sept
Number of Taxi vehicle app processed	33	26	32
Number of competency test booked	4	7	10
Number of EH admin tasks	60	54	58
Number of Waste reports run/processed	263	250	250
Number of Housing Apps processed	41	34	43
Number of Homelessness admin tasks	126	106	133
Number of First Contact Requests	6	4	6
Number of Tell Us Once Requests	29	37	45
Number of Sport Pitch Invoices raised	7	1	5
Number of Facilities email/contact forms	23	44	45
Number of Building Control Inspections	11	20	23



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Customer Service Centre Team - Output summary

Quarter 2	July	Aug	Sept
Number of emails/online contacts answered	641	657	566
Number calls answered	5039	4702	5226
Number of admin work items processed	603	583	650

Customer Service Satisfaction

Monthly Customer Satisfaction Surveys are carried out across the Council. These are conducted via various mediums:

- Telephone
- E Mail
- On-line

Customers are asked to score our Customer Service Team performance out of ten in relation to each factor. Our overall customer satisfaction target is 93% for 2021.

Quarter 2	Waiting time	Customer Service skills	Knowledge of advisor	Treated fairly as a valued customer	Enquiry resolution	Quality of service
Jul	85%	97%	98%	97%	97%	96%
Aug	92%	98%	98%	97%	97%	97%
Sep	92%	99%	99%	99%	99%	99%

Other Satisfaction Surveys

Customer satisfaction is measured in all our other service areas. Customers are asked to rate how satisfied they are with the service they receive in the following departments:

- Benefits
- Building Control
- Cleansing
- Council Tax/Business Rates)
- Environmental Health
- Housing (General and Repairs)
- Licensing
- Payments
- Planning
- Waste



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Month	Number of Responses	Very Satisfied	Satisfied	Not Satisfied	Percentage Satisfied/Very Satisfied
Jul-21	17	16	1	0	100%
Aug-21	17	15	2	0	100%
Sep-21	24	24	0	0	100%

Email Response Surveys

We are now asking customers how satisfied they are with the email response they receive from all service areas.

Month	Number of Responses	Very Satisfied	Satisfied	Not Satisfied	Percentage Satisfied/Very Satisfied
Jul-21	15	14	0	1	93%
Aug-21	12	12	0	0	100%
Sep-21	16	8	4	4	75%

Complaints

Our refined complaints process continues to work well. Our early resolution approach helps to improve the customer experience and reduce the number of complaints that need full investigation and response. We continue to resolve a very high number of complaints this way.

As part of our customer service improvement programme and in order to support the complaints process we have recruited to a Compliance Officer role. Managing and processing complaints form part of this job role once it moves Stage 1 and beyond.

Month	Total Number of Complaints received	Number of complaints triaged & resolved by CS Team	Number of complaints that reached early resolution	Number of complaints ending up at Stage 1	% of complaints Resolved at Triage or Early Resolution	Number of complaints Stage 2
July	31	12	5	14	55%	0
Aug	25	14	6	5	80%	0
Sept	22	16	3	3	86%	1



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Complaints Satisfaction Survey

In July the Customer Service Improvement Team started to survey customers that have recently made complaints.

Month	Number of responses	Were you treated fairly your complaint?	How satisfied were you that staff were helpful and polite?	How satisfied were you on the handling of your complaint?	How satisfied were you on the outcome of your complaint ?
July	2	100% Fairly	100% Very Satisfied	100% Very Satisfied	100% Very Satisfied
Aug	2	100% Fairly	100% Very Satisfied	100% Very Satisfied	100% Very Satisfied
Sep	Awaiting results				