



# Oadby & Wigston

## BOROUGH COUNCIL

### **Customer Service Statistical Analysis**

#### **Quarter 3 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. To give greater scrutiny and clarity for Members this detailed analysis will continue on a quarterly basis.

#### **Email/Contact Us Online**

##### Service Standards

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 3	Oct	Nov	Dec
Number of emails	387	438	309
Number of contact us forms processed	133	131	117
Number of complaints triaged	8	8	10
Average response time	1 day	1 day	1 day

#### **Calls**

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.

##### Service Standards

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.



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Quarter 3	Oct	Nov	Dec
Number of calls	4551	4271	3066
Number of calls answered	4332	4178	2967
Percentage answered	95%	98%	97%

Number of abandoned calls*	219	93	99
Average wait time before abandonment	1.48	1.14	1.53

### 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.



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Quarter 3	Oct	Nov	Dec
Number of Taxi vehicle app processed	41	28	13
Number of competency test booked	22	12	16
Number of EH admin tasks	40	54	35
Number of Waste reports run/processed	254	232	205
Number of Housing Apps processed	35	38	33
Number of Homelessness admin tasks	132	73	66
Number of First Contact Requests	3	1	0
Number of Tell Us Once Requests	39	40	44
Number of Sport Pitch Invoices raised	10	9	9
Number of Facilities email/contact forms	39	31	28

### **Customer Service Centre Team - Output summary**

Quarter 3	Oct	Nov	Dec
Number of emails/online contacts answered	528	577	436
Number calls answered	4332	4178	2967
Number of admin work items processed	634	518	422

### **Customer Service Satisfaction**

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

- Telephone
- E Mail
- On-line

### **Service Standards**

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 3	Waiting time	Customer Service skills	Knowledge of advisor	Treated fairly as a valued customer	Enquiry resolution	Quality of service
Oct 21	91%	95%	95%	96%	96%	96%



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Nov 21	97%	99%	99%	99%	99%	99%
Dec 21	96%	98%	98%	98%	95%	98%

### 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

Month	Number of Responses	Very Satisfied	Satisfied	Not Satisfied	Percentage Satisfied/Very Satisfied
Oct 21	18	18	0	0	100%
Nov 21	27	26	1	0	100%
Dec 21	14	14	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
Oct 21	13	4	5	4	69%
Nov 21	20	14	1	5	80%
Dec 21	12	10	0	2	83%

Reasons customers were not satisfied with email response were as follows:

- Not happy with email being forwarded – Revenues
- No response - Planning
- Council doesn't care, can't help with issue – Environmental Health
- Not happy with team generally – Revenues

Customer Service Centre – Statistical Analysis – Quarter 3 2021.  
Service Delivery Committee – 15 March 2021



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- Received an incorrect bill due to team not updating sale of property – Business rates
  - Waiting too long without an update - Environmental Health
  - Issue not resolved – Benefits
  - Response time too long – Revenues
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- Felt council should have helped them with Everyone’s active issue - Leisure
  - Waiting too long for response – leading to recovery – Revenues
  - No response – Planning

### **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
Oct 21	15	8	4	3	80%	1
Nov 21	14	8	2	4	71%	1
Dec 21	18	10	1	7	61%	3



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### Complaints Satisfaction Survey

The Customer Service Improvement Team 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 ?
Oct 21	4	100% Fairly	75% Very/Satisfied	75% Very/Satisfied	75% Very/Satisfied
Nov 21	3	100% Fairly	100% Very Satisfied	100% Very/Satisfied	67% Very/Satisfied
Dec 21	2	100% Fairly	100% Very/Satisfied	100% Very/Satisfied	100% Very/Satisfied