



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.

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.

Email/Contact Us Online

The Customer Service team is targeted to acknowledge receipt of customer email and contact forms within 1 working day and to fully reply within 3 working days. The vast majority of online/email enquiries are answered the same day.

Quarter 2	July	August	September
Number of emails	324	360	348
Number of contact us forms processed	130	158	122
Number of complaints triaged	5	4	6
Average response time	1 day	1 day	1 day



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Online forms

Our digital customer group continues to grow and we offer a range of online forms for customers to use to self-serve.

Online Forms Q2	July	August	September
Garden Waste Renewal	53	30	14
Garden Waste Sign up	15	12	9
Contact Us Form	130	158	122
Direct Debit Form	82	83	91
Council Tax Occupation Form	98	77	58
HB & CTS Application	58	55	57
Council Tax Vacation Form	32	36	25
Arrange Clinical Waste Collection	39	31	32
Taxi Vehicle Application	27	29	31
Single Person Discount	10	11	21
Other Council Tax Discount/Exemptions	7	10	15
Council Tax Moving within the Borough	16	15	12
ASB online report	9	30	13
DHP Application	19	16	24
Selective Licence Payment	5	7	3
Compliments, Comments & Complaints form	15	14	17
Book a Competency Test	10	17	12
Abandoned Vehicle Report	4	6	7
New Noise Complaint	8	8	3
Garage Waiting List Enquiry	3	3	2
Taxi Driver Renewal	5	10	10
HB Change of Circumstances	3	4	3
Electoral Job Enquiry	70	10	1

Monthly Total	718	672	582
Q2 Total	1972 online forms completed by customers in Q2		



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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.

Quarter 2	July	August	September
Number of calls	4346	4826	4084
Number of calls answered	4139	4389	3644
Percentage answered	95%	91%	89%
Number of abandoned calls*	207	437	440
Average wait time	0.44	1.18	1.27

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



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- 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	August	September
Number of Taxi vehicle app processed	25	29	31
Number of competency test booked	10	18	13
Number of EH admin tasks	50	71	45
Number of Waste reports run/processed	241	250	254
Number of Housing Apps processed	48	31	39
Number of Homelessness admin tasks	118	90	48
Number of First Contact Requests	1	2	0
Number of Tell Us Once Requests	45	32	52
Number of Sport Pitch Invoices raised	9	5	10
Number of Facilities email/contact forms	55	39	34

Customer Service Centre Team - Output Summary

Quarter 2	July	August	September
Number of emails/online contacts answered	459	522	477
Number calls answered	4139	4389	3644
Number of admin work items processed	602		526

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 2021-2022.

Quarter 2	Waiting time	Customer Service skills	Knowledge of advisor	Treated fairly as a valued customer	Enquiry resolution	Quality of service
July	94%	99%	99%	99%	99%	99%
Aug	98%	99%	99%	99%	99%	99%
Sep	95%	99%	99%	99%	100%	99%



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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 Q2	Number of Responses	Very Satisfied	Satisfied	Not Satisfied	Percentage Satisfied/Very Satisfied
July	25	25	0	0	100%
Aug	18	15	3	0	100%
Sep	17	16	1	0	100%