



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.

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 3	October	November	December
Number of emails	243	353	214
Number of contact us forms processed	117	97	87
Number of complaints triaged	5	12	10
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 Q3	Oct	Nov	Dec
Garden Waste Renewal	8	0	0
Garden Waste Sign up	5	0	0
Contact Us Form	117	97	87
Direct Debit Form	64	43	47
Council Tax Occupation Form	101	110	147
HB & CTS Application	63	53	36
Council Tax Vacation Form	24	39	22
Arrange Clinical Waste Collection	28	27	17
Taxi Vehicle Application	45	31	20
Single Person Discount	18	19	30
Other Council Tax Discount/Exemptions	21	10	5
Council Tax Moving within the Borough	10	7	16
ASB online report	23	10	3
DHP Application	24	22	21
Selective Licence Payment	1	7	0
Compliments, Comments & Complaints form	12	19	14
Book a Competency Test	19	28	25
Abandoned Vehicle Report	3	3	1
New Noise Complaint	11	6	3
Garage Waiting List Enquiry	9	7	7
Taxi Driver Renewal	13	18	12
HB Change of Circumstances	3	1	3
Electoral Job Enquiry	57	15	0

Monthly Total	679	572	498
Q3 Total	1749 online forms completed by customers in Q3		



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BOROUGH COUNCIL

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 3	October	November	December
Number of calls	4235	3794	2584
Number of calls answered	3881	3573	2449
Percentage answered	92%	94%	95%
Number of abandoned calls*	354	221	135
Average wait time	1.00	0.45	0.42

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%.



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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 3	October	November	December
Number of Taxi vehicle app processed	45	31	20
Number of competency test booked	20	31	29
Number of EH admin tasks	52	31	48
Number of Waste reports run/processed	286	297	220
Number of Housing Apps processed	41	44	21
Number of Homelessness admin tasks	87	95	61
Number of First Contact Requests	0	5	0
Number of Tell Us Once Requests	42	41	25
Number of Sport Pitch Invoices raised	11	9	9
Number of Facilities email/contact forms	40	42	29

Customer Service Centre Team - Output Summary

Quarter 3	October	November	December
Number of emails/online contacts answered	365	462	311
Number calls answered.	3881	3573	2449
Number of admin work items processed.	624	626	462



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BOROUGH COUNCIL

Customer Service Satisfaction

Monthly Customer Satisfaction Surveys are carried out using a 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 95% for 2022-2023.

Quarter 3	Waiting time	Customer Service skills	Knowledge of advisor	Treated fairly as a valued customer	Enquiry resolution	Quality of service
Oct 22	93%	97%	97%	97%	96%	97%
Nov 22	95%	99%	98%	99%	98%	99%
Dec 22	95%	99%	99%	99%	99%	99%