

## **Customer Service Statistical Analysis**

### **Quarter 4 Results**

#### **Introduction**

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.

<b>Quarter 4</b>	<b>January</b>	<b>February</b>	<b>March</b>
Number of emails	438	406	440
Number of contact us forms processed	164	148	165
Number of complaints triaged	11	7	4
Average response time	1 Day	1 Day	1 Day

#### **Online forms**

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

<b>Online Forms Q4</b>	<b>January</b>	<b>February</b>	<b>March</b>
Garden Waste Renewal	0	2764	2237
Garden Waste Sign up	1	60	73
Contact Us Form	164	148	165
Direct Debit Form	48	32	169
Council Tax Occupation Form	29	33	222
HB & CTS Application	51	65	72
Council Tax Vacation Form	19	18	16
Arrange Clinical Waste Collection	39	35	36

Taxi Vehicle Application	28	41	35
Single Person Discount	18	9	13
Other Council Tax Discount/Exemptions	5	13	21
Council Tax Moving within the Borough	14	6	16
ASB online report	7	5	12
DHP Application	31	18	24
Selective Licence Payment	1	0	0
Compliments, Comments & Complaints form	20	16	22
Book a Competency Test	21	34	30
Abandoned Vehicle Report	5	6	4
New Noise Complaint	6	2	2
Garage Waiting List Enquiry	5	5	5
Taxi Driver Renewal	13	9	6
HB Change of Circumstances	5	2	1
Electoral Job Enquiry	0	1	1
<b>Monthly Total</b>	530	3322	3182
<b>Q4 Total</b>	7034 online forms completed by customers in Q4		

## 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 with an average wait time of no longer than 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	January	February	March
Number of calls	4090	4708	7021
Number of calls answered	3794	4185	5844
Percentage answered	93%	89%	83%
Number of abandoned calls*	296	523	1177
Average wait time	0.55	1.15	1.54

## 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 4	January	February	March
Number of Taxi vehicle app processed	28	41	35
Number of competency test booked	22	36	34
Number of EH admin tasks	71	55	43
Number of Waste reports run/processed	297	275	308
Number of Housing Apps processed	34	51	47
Number of Homelessness admin tasks	111	78	87
Number of First Contact Requests	0	0	0
Number of Tell Us Once Requests	18	13	42
Number of Sport Pitch Invoices raised	9	9	8
Number of Facilities email/contact forms	23	43	47

## Customer Service Centre Team - Output summary

Quarter 4	January	February	March
Number of emails/online contacts answered	602	554	605
Number calls answered.	3794	4185	5844
Number of admin work items processed.	613	601	651

### 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 95% for 2022-2023.

Quarter 4	Waiting time	Customer Service skills	Knowledge of advisor	Treated fairly as a valued customer	Enquiry resolution	Quality of service
Jan 23	97%	99%	99%	99%	99%	99%
Feb 23	92%	99%	99%	99%	99%	99%
Mar 23	91%	99%	99%	99%	99%	99%