

## **Customer Service Statistical Analysis**

### **Quarter 1 2023-2024**

#### **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 1</b>	<b>April</b>	<b>May</b>	<b>June</b>
Number of emails	372	396	426
Number of contact us forms processed	141	146	158
Number of complaints triaged	9	12	10
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 Q1</b>	<b>April</b>	<b>May</b>	<b>June</b>
Garden Waste Renewal	827	465	141
Garden Waste Sign up	100	111	54
Contact Us Form	141	146	158
Direct Debit Form	128	73	60
Council Tax Occupation Form	51	52	58
HB & CTS Application	61	45	63
Council Tax Vacation Form	22	19	23
Arrange Clinical Waste Collection	30	34	44

Taxi Vehicle Application	23	31	27
Single Person Discount	14	7	16
Other Council Tax Discount/Exemptions	6	14	11
Council Tax Moving within the Borough	14	10	19
ASB online report	12	19	15
DHP Application	26	24	21
Selective Licence Payment	2	4	0
Compliments, Comments & Complaints form	3	5	5
Book a Competency Test	25	24	15
Abandoned Vehicle Report	8	6	5
New Noise Complaint	5	4	4
Garage Waiting List Enquiry	4	5	2
Taxi Driver Renewal	11	10	12
HB Change of Circumstances	2	4	4
Electoral Job Enquiry	1	0	1
<b>Monthly Total</b>	1516	1112	758
<b>Q1 Total</b>	3386 online forms completed by customers in Q1		

## 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 1	April	May	June
Number of calls	4657	4531	4905
Number of calls answered.	4069	4223	4488
Percentage answered.	87%	93%	91%
Number of abandoned calls*	588	308	417
Average wait time	1.34	0.54	1.09

## 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%.

## Face to Face

As part of the work on our Customer Experience Strategy and following on from customer feedback we have increased our face to face service provision. At the start of June 2023 Appointment Hubs were introduced in the following locations in each of our town centres:

Location	Day	Time
<b>South Wigston</b> Elliot Hall	Tuesday	9am – 12pm
<b>Oadby</b> Trinity Methodist Church	Wednesday	10am – 1pm
<b>Wigston</b> King's Centre	Thursday	1pm – 4pm

We have been promoting the appointment hubs in the following ways:

- Media coverage of the press release in the Leicester Mercury
- Via GovDelivery email to 8,000+ subscribers in our borough
- Our website news page
- Prominent signage and information leaflets provided to all hub locations
- Council contact us page updated on how to book an appointment
- Detailed post about hubs on our social media accounts
- All staff signatures display information about appointments
- Press release about council move reiterates messaging about appointment hubs
- Information shared at all three residents' forums

## Plans for future promotion:

- Information to be added to new town centre screens
- Information to be contained in next Our Borough leaflet
- Further social media to be posted at appropriate intervals
- Reminders about appointment hubs to be included in relevant emails to email subscribers

Full data will be provide full data in the Q2 report but we wanted to give Members a brief progress update. To date we have had 16 request for appointments and 2 appointments have been attended, both related to Housing Options enquiries.

The other 14 appointment requests were either dealt with over the telephone (as the enquiry was simple and the customer was happy for this to be the case) or there was a reason the appointment process was not suitable (see chart below)

Appointment Request Enquiry	Number	Reason appointment was not needed
Overhanging Trees on highway issue	1	County Council issues – customer sign posted
Neighbour dispute overgrowing garden	1	Civil matter, customer advised to speak to neighbours landlord
On-going planning issue	1	Manager called and issue was discussed over the phone, appointment not needed
Pre-app planning enquiry	1	Customer was advised of pre-app service and fees explained – did not want to pay
Corporates Assets issues	1	Manager called and issue was discussed over the phone, appointment not needed
Environmental Health issue relating to customer home	1	EH officer arranged to do a home visit as this was better suited to the enquiry and customer
Change of Circumstances – Benefits enquiry	1	Officer spoke to customer and was able to access the information so customer did not need to submit proof and change could be processed over the phone, customer was very happy with this
Recovery enquiry	2	Both enquiries were dealt with over the telephone and arrangements made, customer happy with this
Housing Advice	1	Customer wanted to discuss current housing situation, Housing Options Officer offered appointment but customer was happy to discuss over the telephone
Assistance needed with Housing Application form	2	Housing Options Officer was able to help them over the telephone, appointment not needed - both customers were happy with this
Customer had limited English and wanted to discuss their Housing Options	1	Telephone and face to face interpreter was offered, customer chose telephone appointment so they didn't have to travel.
Customer not happy with housing application decision	1	Appointment was offered but customer did not answer calls or emails to schedule appointment

## Reception

A reception point to deal with basic customer enquiries was opened at our new Council offices at Brocks Hill on 10<sup>th</sup> July 2023. We will provide full data in the Q2 report but wanted to give Members a brief update on usage.

Reception Stats 4 week period 10 <sup>th</sup> July to 4 <sup>th</sup> Aug 2023	
Enquiry Type	Number
Quick Enquiries	417
Full Enquiries (Waste, Housing, Clean & Green)	23

Quick Enquiries Breakdown	
Enquiry Type	Number
Visitors/contractors	168
General basic council enquiries	68
Handing in post/documents & photo copying proofs	62
Request to use toilet	67
Jenno's enquiry	16
Directions	9
Refer to back office/assistance with customer phone	15
Key Collection/drop off	5
County Council Issue	3
Issue Pride of Borough card	3
Appointment Hub Enquiry	1

Customer feedback on both the appointment hubs and the reception points has been very positive.

#### 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 for the 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 1	April	May	June
Number of Taxi vehicle apps processed	23	31	27
Number of competency tests booked	27	24	18
Number of EH admin tasks	46	60	74
Number of Waste reports run/processed	242	275	297
Number of Housing apps processed	44	53	40
Number of Homelessness admin tasks	74	100	77
Number of First Contact Requests	3	0	0
Number of Tell Us Once Requests	48	38	32
Number of Sport Pitch Invoices raised	9	8	1
Number of Facilities email/contact forms	22	49	69

#### Customer Service Centre Team - Output summary

Quarter 1	April	May	June
Number of emails/online contacts answered	513	542	584
Number of calls answered	4069	4223	4488

Number of admin work items processed	538	638	635
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### 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 97% for 2023-2024.

Quarter 1	Waiting time	Customer Service skills	Knowledge of advisor	Treated fairly as a valued customer	Enquiry resolution	Quality of service
April 23	95%	99%	99%	99%	99%	99%
May 23	96%	99%	99%	99%	99%	99%
June 23	96%	99%	99%	99%	99%	99%