

Customer Service Statistical Analysis

Quarter 4 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.

Q4	January	February	March
Number of emails	452	346	334
Number of contact us forms processed	154	158	137
Number of complaints triaged	7	12	3
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.

Online Forms Q4	January	February	March
Garden Waste Renewal	2	3,013	2,056
Garden Waste Sign up	1	153	138
Contact Us Form	154	156	137
Direct Debit Form	42	39	184
Council Tax Occupation Form	53	58	59
HB & CTS Application	81	67	80
Council Tax Vacation Form	26	41	25
Arrange Clinical Waste Collection	32	41	37
Taxi Vehicle Application	34	37	42
Single Person Discount	38	42	59

Other Council Tax Discount/Exemptions	7	14	18
Council Tax Moving within the Borough	16	12	14
ASB online report	16	12	5
DHP Application	13	12	10
Selective Licence Payment	0	1	0
Compliments, Comments & Complaints form	12	17	15
Book a Competency Test	35	47	36
Abandoned Vehicle Report	8	11	8
New Noise Complaint	0	0	0
Garage Waiting List Enquiry	3	3	5
Taxi Driver Renewal	3	6	7
HB Change of Circumstances	8	4	3
Monthly Total	584	3,786	2,938
Q4 Total	7,308 online forms completed by customers in Q4		

Calls

Although channel shift has taken place, telephone contact 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 3 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.

Q4	January	February	March
Number of calls	4,749	4,993	5,579
Number of calls answered	4,475	4,507	4,319
Percentage answered	94%	90%	77%
Number of abandoned calls*	274	486	1,260
Average wait time	0.47	1.14	2.55

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. In June 2023 Appointment Hubs were introduced in the following locations in each of our town centres:

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

We continue to promote the appointment hubs in the following ways:

- In the latest edition of Our Borough
- Prominent signage and information leaflets provided in all hub locations.
- Council contact us page has details on how to book an appointment.
- Regular posts about hubs on our social media accounts including Facebook and Twitter.
- Reminders about appointment hubs are included in relevant emails to email subscribers through Gov Delivery

Hub Appointment Stats			
Q4	January	February	March
Number of appointment request enquiries	0	2	4
Number of booked appointments.	0	1	1

Two appointments were booked and attended. These were for customers who needed assistance from Housing Options and Income Management team. One appointment was at the King Centre in Wigston the other appointment was at the Trinity Methodist Church Oadby.

There were four other appointment enquiries, but with the customer consent, officers were able to resolve the issues over the telephone:-

- Planning – Resolved over the telephone
- Revenues x2 – Both Enquiries were resolved with over the phone
- Housing Options – enquiry was dealt with over the phone.

Reception

Our reception point at Brocks Hill deals with basic customer enquiries.

Reception Stats			
Q4	January	February	March
Number of Quick Enquiries	323	362	410
Full Enquiries (Waste, Housing, Clean & Green)	27	25	26

Quick Enquiries Breakdown			
Enquiry Type	January	February	March
Visitors/contractors	114	110	80
General basic council enquiries	121	72	130
Handing in post/documents & photo copying proofs	25	61	65
Request to use toilet	2	11	2
Jenno's enquiry	0	2	6
Refer to back office/assistance with customer phone	25	45	55
Key Collection/drop off	0	3	8
County Council Issue	1	7	1
Issue Pride of Borough card	20	12	14
Appointment Hub Enquiry	0	1	0
Form issued	2	3	2
Delivery	13	19	30
Signpost to another Agency	0	0	1
Garden Waste Assistance	0	16	12
Reference number given	0	0	4

Customer feedback regarding the reception point remains positive. To monitor this our receptionist at Brocks Hill is asking customers to score them out of ten in relation to the following factors.

- Officer Customer Care Skills
- Wait Time
- Officer Knowledge
- Overall Satisfaction with reception

During Q4 the reception customer satisfaction rating was 100% in all areas.

The following comments were also given.

- Finds coming into reception easier to communicate as hard of hearing also has a trust in what we do, really appreciates the help customer services staff give to him.
- I am very hard of hearing and have disability so good for help.
- Is so happy to have had somewhere to come as felt unconfident.
- Reassuring to have face to face contact.

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.

Q4	Jan	Feb	March
Number of Taxi vehicle apps processed	34	37	40
Number of competency tests booked	36	49	37
Number of EH admin tasks	84	85	67
Number of Waste reports run/processed	308	275	264
Number of Housing apps processed	59	53	35
Number of Homelessness admin tasks	111	93	83
Number of First Contact Requests	0	0	0
Number of Tell Us Once Requests	59	42	28
Number of Sport Pitch Invoices raised	6	9	11
Number of Facilities email/contact forms	52	47	49

Customer Service Centre Team - Output Summary

Q4	January	February	March
Number of emails/online contacts answered	606	504	471
Number of calls answered.	4475	4507	4319
Number of admin work items processed.	749	690	614

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.

Q4	Waiting time	Customer Service skills	Knowledge of advisor	Treated fairly as a valued customer	Enquiry resolution	Quality of service
Jan 24	98%	100%	100%	100%	99%	100%
Feb 24	97%	100%	100%	100%	100%	100%
Mar 24	96%	100%	100%	100%	100%	100%

The overall customer satisfaction target for 2023/24 is 97%.

Automated Call Backs

In November we launched Customer callback (automated callback). This is a feature on our phone line that lets customers receive a callback instead of waiting in the queue for an available agent to answer their call. When a customer's select this, they can hang up and keep their place in the virtual queue, an Agent will call them back when it would have been their turn. This has proved to be quite popular in busy periods

Q4	January	February	March
Call back request	35	132	602

Virtual Video Appointment/Call back

Virtual Video appointment and call back went live from 28th March. This now enables customers to see a member of the Customer Services virtually via Teams.

The customer is able to request an appointment either for a same day call back or a pre bookable appointment within the next 7 days. There has been two appointment/call backs so far. We continue to promoting this new access channel.