

Customer Service Statistical Analysis

Quarter 2 2023-2024

Introduction

This document gives a detailed analysis of all the tasks undertaken by the Customer Service Team 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 Team also has a published service standards agreement along with all other front facing services.

While the Customer Service Team 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	413	405	318
Number of contact us forms processed	146	147	138
Number of complaints triaged	10	6	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.

Online Forms Q2	July	August	September
Garden Waste Renewal	55	35	7
Garden Waste Sign up	40	28	18
Contact Us Form	145	150	137
Direct Debit Form	133	151	151
Council Tax Occupation Form	97	96	83
HB & CTS Application	63	66	54
Council Tax Vacation Form	48	33	26
Arrange Clinical Waste Collection	27	40	30
Taxi Vehicle Application	29	32	30

Single Person Discount	10	12	9
Other Council Tax Discount/Exemptions	13	6	10
Council Tax Moving within the Borough	17	15	6
ASB online report	8	5	5
DHP Application	18	19	24
Selective Licence Payment	0	0	0
Compliments, Comments & Complaints form	7	4	2
Book a Competency Test	20	57	48
Abandoned Vehicle Report	9	4	6
New Noise Complaint	6	7	4
Garage Waiting List Enquiry	8	8	0
Taxi Driver Renewal	10	14	17
HB Change of Circumstances	2	4	5
Electoral Job Enquiry	0	0	0
Monthly Total	766	768	672
Q2 Total	online forms completed by customers in Q2 2206		

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 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	4632	4462	4119
Number of calls answered.	3979	3965	3801
Percentage answered.	86%	89%	92%
Number of abandoned calls*	653	497	318
Average wait time	1.47	1.39	1.05

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

Hub Appointment Stats			
Quarter 2	July	August	September
Number of appointment request enquiries	2	7	1
Number of booked appointments.	0	3	0

The three hub appointments which were booked were for customers who needed assistance from Housing Options and Income management, all appointments were at the King Centre in Wigston. Of the seven other appointments requested

- 1 required a home visit to resolve.
- 5 were resolved over the phone by relevant departments.
- 1 was resolved at Brocks Hill Reception

Whilst take up of the appointment hubs is low, customers using the service have been very positive with their feedback. 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.
- All staff signatures display information about appointments.
- Reminders about appointment hubs are included in relevant emails to email subscribers through Gov Delivery

Reception

A reception point to deal with basic customer enquiries was opened at our new Council offices at Brocks Hill on 10th July 2023.

Reception Stats Q2			
Quarter 2	July	August	September
Number of Quick Enquiries	359	509	278
Full Enquiries (Waste, Housing, Clean & Green)	26	63	40
Total number of enquiries	385	572	318

Quick Enquiries Breakdown			
Enquiry Type	July	August	September
Visitors/contractors	183	184	105
General basic council enquiries	47	75	73
Handing in post/documents & photo copying proofs	39	31	16
Request to use toilet	44	97	7
Jenno's enquiry	14	51	8
Directions	9	0	1
Refer to back office/assistance with customer phone	14	21	18
Key Collection/drop off	2	19	11
County Council Issue	1	4	6
Issue Pride of Borough card	3	4	2
Appointment Hub Enquiry	1	0	0
Garden Waste Assistance	1	0	0
Form issued	0	3	0
Delivery	0	17	30
Signpost to another Agency	1	3	1

We have introduced customer satisfaction surveys at the reception, Customer feedback regarding has been very positive. Survey questions include:

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

September's overall performance rating was 100% in all areas, see some comments below:

"Grateful for all the info given"

"Thank you have gone above and beyond to help"

"Very helpful and accommodating"

"Thanks you for the service it felt very personal to me, and the receptionist went above and beyond and the issue was sorted"

"Nice to be greeted by a smile made me feel welcome and at ease".

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 2	July	August	September
Number of Taxi vehicle apps processed	29	32	30
Number of competency tests booked	22	60	50
Number of EH admin tasks	73	84	69
Number of Waste reports run/processed	294	297	264
Number of Housing apps processed	45	45	53
Number of Homelessness admin tasks	61	76	86
Number of First Contact Requests	0	0	0
Number of Tell Us Once Requests	31	34	33
Number of Sport Pitch Invoices raised	4	4	15
Number of Facilities email/contact forms	69	104	92

Customer Service Centre Team - Output summary

Quarter 2	July	August	September
Number of emails/online contacts answered	413	405	318
Number of calls answered.	3979	3965	3801
Number of admin work items processed.	628	736	692

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.

Q2	Waiting time	Customer Service skills	Knowledge of advisor	Treated fairly as a valued customer	Enquiry resolution	Quality of service
July 23	96%	99%	99%	99%	99%	99%
Aug 23	96%	99%	99%	99%	99%	99%
Sep 23	95%	100%	99%	99%	99%	99%

Future plans

In November we will begin to trial a customer call back service on our phone lines, this feature will allow customers to request a call back from a customer Services officer rather than waiting in the queue for their call to be answered. The queue call back service means the customer can leave their phone number and keep their place in the queue. The agent will call them back when they would have reached the front of the line had they stayed on the phone. This can save time and frustration for customers who during busy periods can face long wait times on certain lines.

The Team is also currently exploring the option of offering a virtual call back service (video calls). This will allow customer to have the option to talk to a customer services officer via a video link that is emailed to them. This is following on from our Customer Experience Strategy Consultation, where customer feedback showed that this was a popular idea. The team are working with the IT and communication teams to see if this is a viable option and hope to launch this additional contact channel in Q3.