

Customer Service Statistical Analysis – Quarter 3 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.

Quarter 3	October	November	December
Number of emails	400	359	276
Number of contact us forms processed	82	130	89
Number of complaints triaged	13	12	8
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 Q3	October	November	December
Garden Waste Renewal	4	0	0
Garden Waste Sign up	7	0	0
Contact Us Form	112	130	89
Direct Debit Form	46	58	50
Council Tax Occupation Form	56	43	36
HB & CTS Application	51	44	38
Council Tax Vacation Form	29	34	34
Arrange Clinical Waste Collection	29	39	17
Taxi Vehicle Application	37	31	22
Single Person Discount	11	13	10
Other Council Tax Discount/Exemptions	14	12	7
Council Tax Moving within the Borough	14	15	14
ASB online report	4	2	3
DHP Application	23	18	7

Selective Licence Payment	0	0	0
Compliments, Comments & Complaints form	22	15	12
Book a Competency Test	45	41	48
Abandoned Vehicle Report	9	7	5
New Noise Complaint	7	2	1
Garage Waiting List Enquiry	5	5	4
Taxi Driver Renewal	16	8	5
HB Change of Circumstances	6	0	0
Electoral Job Enquiry	0	0	0
Monthly Total	547	517	402
Q3 Total	1466 online forms completed by customers in Q3		

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 Benefits or Housing repairs which is considered a secondary contact point, and a further wait could be incurred.

Quarter 3	October	November	December
Number of calls	4267	3924	2397
Number of calls answered.	4001	3692	2332
Percentage answered.	94%	94%	97%
Number of abandoned calls*	266	232	65
Average wait time	0.59	0.47	0.35

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

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

- 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.

Hub Appointment Stats			
Quarter 3	October	November	December
Number of appointment request enquiries	4	3	0
Number of booked appointments.	1	1	0

The two appointments which were booked were for customers who needed assistance from Housing Options. Both appointments took place at the King Centre in Wigston. Of the other appointments requested:

- Planning x1 - a site visit was offered.
- Revenues x2 - Both Enquiries were resolved with over the telephone.
- Housing Options x2 – Both enquiries dealt with over the telephone.

Reception

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

Reception Stats			
Quarter 3	October	November	December
Number of Quick Enquiries	310	273	197
Full Enquiries (Waste, Housing, Clean & Green enquiries/requests)	44	53	19

Quick Enquiries Breakdown			
Enquiry Type	October	November	December
Visitors/contractors	133	108	77
General basic council enquiries	76	69	59
Handing in post/documents & photo copying proofs	26	28	15
Request to use toilet	12	5	0
Jenno's enquiry	2	0	2
Refer to back office/assistance with customer phone	23	18	12
Key Collection/drop off	7	9	2
County Council Issue	7	2	1
Issue Pride of Borough card	0	0	10
Appointment Hub Enquiry	2	0	0
Form issued	0	4	1
Delivery	22	30	16
Signpost to another Agency	0	0	2

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 Q3 overall performance rating was 100% in all areas.

The following comments were also given.

- Customer felt welcomed and was pleased that we acted on her behalf with pride of the Borough application.
- Customer states that we (Customer Services, reception) have all been so helpful during this difficult time.
- New customer to the borough, is so pleased with how OWBC customer services and reception handle email and verbal enquiries and has been made to feel welcome, very quick responses.

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 3	October	November	December
Number of Taxi vehicle apps processed	37	31	22
Number of competency tests booked	45	41	50

Number of EH admin tasks	54	43	52
Number of Waste reports run/processed	286	286	209
Number of Housing apps processed	49	41	30
Number of Homelessness admin tasks	68	65	51
Number of First Contact Requests	0	0	0
Number of Tell Us Once Requests	45	44	35
Number of Sport Pitch Invoices raised	14	8	5
Number of Facilities email/contact forms	67	83	41

Customer Service Centre Team - Output Summary

Quarter 3	October	November	December
Number of emails/online contacts answered	482	489	365
Number of calls answered.	4267	3924	2397
Number of admin work items processed.	665	642	495

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 3	Waiting time	Customer Service skills	Knowledge of advisor	Treated fairly as a valued customer	Enquiry resolution	Quality of service
Oct 23	95%	99%	99%	99%	98%	99%
Nov 23	96%	99%	99%	99%	99%	99%
Dec 23	98%	100%	100%	100%	98%	99%

Other Updates

In November we launched a 'Customer callback' option on our phonelines. This feature allows customers to select an option to 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. Our wait times have been lower towards the end of the year, so we haven't seen much use yet, however in our peak periods we expect to see this service being useful to our customers.

The team has also been working alongside IT and System Support to implement a virtual video call back service for our residents. This will enable customers to see a member of the Customer Services via Teams. The customer will be able to request a call back for the same day or a pre book an appointment. The customer will need to advise the nature of their enquiry, and an allocated Customer Service Office will call them at the allotted time an

Speak to them via webcam. We aim to launch this new access channel in March 2024, and will provide further updates on this in our Q4 report.

The Customer Service Team has also been working on the introduction of QR code to our Garden Waste Permits. This has been done in partnership with our permit provider Permiserv. The QR code allows residents to access information about:

- The Garden Waste service
- Our terms and conditions
- How to report a missed collection
- Information on what items they can/cannot put in their Garden Waste bin.

The page will also display a link straight to our website and our contact details.

The screenshot below shows what the customer will see if they use the QR code:

The screenshot displays the Oadby & Wigston Borough Council website interface. At the top, the council's logo and name are visible. The main content area is titled "Your Garden Waste Collection Details" and is divided into two columns. The left column contains "Collection Information" and "What can be placed in the garden waste bin?". The right column is titled "Need to get in touch?" and provides contact details. The "What can be placed in the garden waste bin?" section is further divided into "Yes Please!" and "No Thanks!" categories, each with a list of items.

Oadby & Wigston
BOROUGH COUNCIL

Your Garden Waste Collection Details

Collection Information

If your bin has not been emptied on the collection day and you are sure that there were no incorrect items within, please contact Customer Services on (0116) 288 8961 no later than the next working day.

What can be placed in the garden waste bin?

Yes Please!	No Thanks!
<ul style="list-style-type: none">• Grass cuttings• Hedge clippings• Twigs and small branches• Weeds with soil are shaken off• Flowers and plants• Leaves	<ul style="list-style-type: none">• Cardboard, paper or plastic of any description• Large quantities of soil• Bricks or rubble• Any household waste• Animal waste• Any food waste, including fallen fruit

Need to get in touch?

☎ 0116 288 8961

✉ CSC@oadby-wigston.gov.uk

🌐 VISIT OADBY & WIGSTON BOROUGH COUNCIL WEBSITE

📄 GARDEN-WASTE-SERVICE-TERMS-&-CONDITIONS-2024