

Customer Service Statistical Analysis

Quarter 1 2024-2025

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 1	April	May	June
Number of emails	338	423	324
Number of contact us forms processed	148	167	169
Number of complaints triaged	7	13	16
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 Q1	Apr	May	Jun
Garden Waste Renewal	693	428	151
Garden Waste Sign up	79	19	22
Contact Us Form	148	167	169
Direct Debit Form	110	106	80
Council Tax Occupation Form	57	57	53
HB & CTS Application	73	69	49
Council Tax Vacation Form	25	32	24
Arrange Clinical Waste Collection	34	30	29
Taxi Vehicle Application	36	24	29
Single Person Discount	44	38	28
Other Council Tax Discount/Exemptions	20	13	24
Council Tax Moving within the Borough	5	16	9
ASB and Noise report	5	15	10
DHP Application	21	19	11
Selective Licence Payment	0	0	0
Compliments, Comments & Complaints form	4	5	8
Book a Competency Test	29	32	1
Abandoned Vehicle Report	4	3	12
Garage Waiting List Enquiry	6	7	10
Taxi Driver Renewal	8	7	16
HB Change of Circumstances	4	3	2
Electoral Job Enquiry	0	0	2
Early Bird Bin Swap	0	566	691
Monthly Total	1405	1656	1430
Q1 Total	4491		

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 80% of calls 75% in peak periods, with an average wait time of no longer than 7 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	5365	4940	5289
Number of calls answered.	4384	4120	4067
Percentage answered.	82%	83%	77%
Number of abandoned calls*	981	820	1222
Average wait time	2.37	1.51	3.10

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			
Quarter 1	April	May	June
Number of appointment request enquiries	2	1	0
Number of booked appointments.	1	1	0

The two appointments which were booked were for customers who needed assistance from Housing Options and the Financial Inclusion Officer. Both appointments were at the King Centre in Wigston. The other requested appointment was for Financial Inclusion Officer, where a home visit arranged.

Reception

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

Reception Stats			
Quarter 1	April	May	June
Number of Quick Enquiries	483	408	478
Full Enquiries (Waste, Housing, Clean & Green)	17	24	49

Quick Enquiries Breakdown			
Enquiry Type	April	May	June
Visitors/contractors	93	83	111
General basic council enquiries	174	149	145
Handing in post/documents & photo copying proofs	70	75	116
Request to use toilet	1	8	6
Jenno's enquiry	15	4	1
Refer to back office/assistance with customer phone	40	39	37
Key Collection/drop off	19	8	11
County Council Issue	7	5	0
Issue Pride of Borough card	1	2	2
Appointment Hub Enquiry	1	0	0
Form issued	11	2	3
Delivery	39	27	46
Signpost to another Agency	0	2	0
Garden Waste Assistance	9	4	0
Reference number given	3	0	0

Customer feedback regarding the reception point remains positive. To monitor this, surveys are carried out and customers are asked to score the following factors out of 10.

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

During Q1 overall customer satisfaction rating for the reception surveys was 100% in all areas.

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	36	24	29
Number of competency tests booked	30	35	39
Number of EH admin tasks	51	64	82
Number of Waste reports run/processed	275	275	264
Number of Housing apps processed	67	0	33
Number of Homelessness admin tasks	84	95	59
Number of First Contact Requests	0	0	0
Number of Tell Us Once Requests	37	42	26
Number of Sport Pitch Invoices raised	8	13	6
Number of Facilities email/contact forms	80	64	78

Customer Service Centre Team - Output summary

Quarter 1	April	May	June
Number of emails/online contacts answered	338	423	324
Number of calls answered	4384	4120	4067
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 10 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
Apr 24	94%	97%	97%	97%	97%	98%
May 24	96%	98%	99%	98%	98%	98%
Jun 24	97%	100%	100%	100%	100%	100%

Other updates

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 is proving to be popular with customers and is well used during peak times.

Virtual Video Call back went live on 28th March. This now enables customers to see a member of the Customer Services virtually via Teams. The customer can request an appointment either for a same day call back or a pre bookable call back within the next 7 days. Whilst take up is low, we continue to actively promoting this new access channel.