

Customer Service Statistical Analysis - Quarter 2 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 2 working days.

The vast majority of online/email enquiries are answered the same day.

Quarter 2	July	August	September
Number of emails	325	408	398
Number of contact us forms processed	143	176	154
Number of complaints triaged	9	9	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	58	34	7
Garden Waste Sign up	37	26	12
Contact Us Form	143	176	154
Direct Debit Form	65	73	125
Council Tax Occupation Form	63	69	30
HB & CTS Application	74	66	51
Council Tax Vacation Form	45	35	18
Arrange Clinical Waste Collection	42	58	47
Taxi Vehicle Application	32	32	38
Single Person Discount	10	22	33
Other Council Tax Discount/Exemptions	26	17	4

Council Tax Moving within the Borough	15	16	16
ASB and Noise report	23	26	19
DHP Application	13	16	16
Selective Licence Payment	0	4	1
Compliments, Comments & Complaints form	16	23	20
Book a Competency Test	16	23	16
Abandoned Vehicle Report	10	11	11
Garage Waiting List Enquiry	4	6	2
Taxi Driver Renewal	13	17	16
HB Change of Circumstances	3	4	6
Early Bird Bin Swap	569	476	346
Housing Support Fund	27	8	0
Monthly Total	1304	1238	988
Q2 Total	3530 online forms completed by customers in Q2		

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.

Quarter 2	July	August	September
Number of calls	5169	5700	5126
Number of calls answered.	4487	4662	4560
Percentage answered.	87%	82%	89%
Number of abandoned calls*	682	1038	566
Average wait time	1.39	2.04	1.19

This has been another busy quarter for Customer Services. We have seen an increase of calls during Q2, this mainly relates to the General Election in July, the lead up to the Waste Transformation changes in August and then the introduction of the new fortnightly waste collections in September. The team answered a high number of calls, from residents relating to this new service.

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

There were no requested appointments during Q2, but 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.
- Reminders about appointment hubs are included in relevant emails to email subscribers through Gov Delivery

Reception

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

Reception Stats – Q2			
Enquiry Type	July	August	September
Number of Quick Enquiries	374	330	346
Full Enquiries (Waste, Housing, Clean & Green)	56	43	73

Quick Enquiries Breakdown – Q2			
Enquiry Type	July	August	September
Visitors/contractors	57	111	100
General basic council enquiries	107	97	113
Handing in post/documents & photocopying proofs	82	35	38
Request to use toilet	17	13	1
Jenno's enquiry	3	2	0

Refer to back office/assistance with customer phone	52	39	35
Key Collection/drop off	5	2	18
County Council Issue	5	8	7
Issue Pride of Borough card	3	1	2
Appointment Hub Enquiry	0	0	0
Form issued	10	4	10
Delivery	32	17	19
Signpost to another Agency	0	0	1
Garden Waste Assistance	0	1	0
Reference number given	1	0	2

Customer feedback regarding the reception point is very 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 Q2 overall performance rating 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 2	July	August	September
Number of Taxi vehicle apps processed	32	32	38
Number of competency tests booked	16	24	18
Number of EH admin tasks	79	71	63
Number of Waste reports run/processed	308	275	275
Number of Housing apps processed	47	59	38
Number of Homelessness admin tasks	78	103	87
Number of First Contact Requests	0	2	0
Number of Tell Us Once Requests	42	40	51
Number of Sport Pitch Invoices raised	1	3	12
Number of Facilities email/contact forms	48	80	65

Customer Service Centre Team - Output summary

Quarter 2	July	August	September
Number of emails/online contacts answered	468	584	552
Number of calls answered	4487	4662	4560
Number of admin work items processed.	651	687	647

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 85% for 2024-2025.

Quarter 2	Waiting time	Customer Service skills	Knowledge of advisor	Treated fairly as a valued customer	Enquiry resolution	Quality of service
July 24	96%	99%	99%	99%	98%	98%
Aug 24	97%	99%	99%	99%	99%	99%
Sep 24	97%	99%	99%	99%	99%	100%

Call Back Stats (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.

Quarter 2	Number of Call Backs to Customers
July 24	237
August 24	324
Sept 24	150

Virtual Video Call Backs

Virtual call backs enable customers to see a member of the Customer Services virtually via Teams. They customer is able to request an appointment either for a same day call back or a pre bookable call back within the next 7 days. We have not had any requests during Q2 but continue to actively promote this service.