

## **Customer Service Statistical Analysis - Quarter 3 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.

<b>Quarter 3</b>	<b>October</b>	<b>November</b>	<b>December</b>
Number of emails	424	391	240
Number of contact us forms processed	142	131	110
Number of complaints triaged	3	11	17
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.

<b>Online Forms Q3</b>	<b>October</b>	<b>November</b>	<b>December</b>
Garden Waste Renewal	2	1	0
Garden Waste Sign up	3	0	0
Assisted Collection	4	0	0
Contact Us Form	142	131	110
Direct Debit Form	76	45	50
Council Tax Occupation Form	50	59	49
HB & CTS Application	56	49	44
Council Tax Vacation Form	31	38	33
Arrange Clinical Waste Collection	49	37	19
Taxi Vehicle Application	39	35	34
Single Person Discount	14	12	12

Other Council Tax Discount/Exemptions	12	16	8
Council Tax Moving within the Borough	14	14	20
Direct Debit	76	45	50
ASB and Noise report	11	12	7
DHP Application	17	22	16
Compliments, Comments & Complaints form	21	20	23
Book a Competency Test	10	25	26
Abandoned Vehicle Report	3	8	7
Garage Waiting List Enquiry	2	1	4
Taxi Driver Renewal	11	12	8
HB Change of Circumstances	5	2	2
Early Bird Bin Swap	145	96	80
Air Quality Consultation 2024	0	52	0
Benefits COC	5	2	2
Cleansing Issue	4	9	11
<b>Monthly Total</b>	802	743	615
<b>Q3 Total</b>	2160 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 80% of calls 75% in peak periods, with an average wait time of no longer than 5 minutes.

Quarter 3	October	November	December
Number of calls	4803	5028	3189
Number of calls answered.	4224	4393	2911
Percentage answered.	88%	87%	91%
Number of abandoned calls*	579	635	278
Average wait time	1.34	1.37	1.13

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

There were no requested appointments during Q3, 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.

<b>Reception Stats – Q3</b>			
Enquiry Type	October	November	December
Number of Quick Enquiries	252	435	316
Full Enquiries (Waste, Housing, Clean & Green)	55	76	31

<b>Quick Enquiries Breakdown – Q3</b>			
Enquiry Type	October	November	December
Visitors/contractors	92	147	113
General basic council enquiries	61	137	86
Handing in post/documents & photo copying proofs	28	37	20
Car Parking	2	1	12
Jenno's enquiry	1	3	1

Refer to back office/assistance with customer phone	33	52	36
Key Collection/drop off	4	11	4
County Council Issue	5	1	1
Issue Pride of Borough card	5	1	20
MI Permit	5	0	0
Form issued	2	12	3
Delivery	11	28	19
Signpost to another Agency	3	3	1
Garden Waste Assistance	0	0	0
Reference number given	0	2	0

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 Q3 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.

<b>Quarter 3</b>	<b>October</b>	<b>November</b>	<b>December</b>
Number of Taxi vehicle apps processed	39	35	38
Number of competency tests booked	10	27	27
Number of EH admin tasks	62	65	46
Number of Waste reports run/processed	308	275	209
Number of Housing apps processed	55	43	28
Number of Homelessness admin tasks	98	81	46
Number of First Contact Requests	0	2	0
Number of Tell Us Once Requests	43	42	41
Number of Sport Pitch Invoices raised	11	12	12
Number of Facilities email/contact forms	44	47	38

## Customer Service Centre Team - Output summary

<b>Quarter 3</b>	<b>October</b>	<b>November</b>	<b>December</b>
Number of emails/online contacts answered	566	422	350
Number of calls answered	4224	4393	2911
Number of admin work items processed.	670	629	485

### 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.

<b>Q3</b>	<b>Waiting time</b>	<b>Customer Service skills</b>	<b>Knowledge of advisor</b>	<b>Treated fairly as a valued customer</b>	<b>Enquiry resolution</b>	<b>Quality of service</b>
<b>Oct 24</b>	97%	100%	100%	100%	99%	100%
<b>Nov 24</b>	97%	100%	100%	99%	99%	99%
<b>Dec 24</b>	98%	100%	100%	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.

<b>Q3</b>	<b>Number of Call Backs to Customers</b>
<b>Oct 24</b>	215
<b>Nov 24</b>	251
<b>Dec 24</b>	105

### Virtual Video Call Backs

Virtual call backs enable 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 call back within the next 7 days. We have not had any requests during Q3 but continue to promote this service.