

## CABINET MEMBERS REPORT TO COUNCIL

19 July 2023

**COUNCILLOR LIZ WITHINGTON - CABINET MEMBER FOR OUTREACH**

For the period June to July 2023

### **1 Progress on Portfolio Matters.**

#### Customer Services

In the month of June, we managed over 7,800 customer contacts which was up nearly 7% on the previous month. Incoming calls made up 59% of these, face to face 13% and online methods including email 28%.

The average telephony wait time was 4 minutes 25 seconds which is the lowest achieved since December 2022, but still not at our target of two and a half minutes.

68% of all enquiries were resolved by the customer services team, with the remaining 32% needing to be passed to the services to deal with.

The Chat Bot service is soon to go live and will be another alternative way of answering customer queries. The final stage of its development is to make sure that if a customer's query is not resolved the Chat Bot, that they are forwarded onto the Customer Services team. It is hoped that the Chat Bot will reduce telephony and face to face contact by providing an alternative way of accessing information and services. If this is used as hoped, then this should free up some time of the customer service assistants and thus lead to reduced Customer Service contact and we would expect to see a reduction in customer wait time when calling.

We completed our first full month of capturing Customer Satisfaction performance. There were 219 out of a possible 2,347 (9.3%) customers who completed our survey.

The results achieved were:

89.04% of customers were satisfied or extremely satisfied with the ability to contact the council.

88.58% of customers were satisfied or extremely satisfied with the helpfulness of the advisor.

84.93% of customers were satisfied or extremely satisfied with the advice provided.

84.47% of customers were satisfied or extremely satisfied with their overall experience.

### **2 Forthcoming Activities and Developments.**

Development of a back office Customer Satisfaction Survey

Following the development of a Customer Satisfaction for all enquiries resolved at the first point of contact in the Customer Services team, it is proposed that a Customer Satisfaction survey is developed for customer contacts that are dealt with by service areas. This will provide a better understanding of how customers view their experience in each service area.

#### Customer Service performance reporting – Escalated enquiries

Dashboards that capture the Customer Service performance for escalated customer enquiries have been set up. It has been suggested that these should be included in reported performance measures of all services areas on In Phase. The Customer Services Manager believes this will increase service engagement and focus on delivering an improved performance for 'a strong, responsible and accountable Council'.