

## **CABINET MEMBERS REPORT TO COUNCIL**

**22 November 2023**

**COUNCILLOR LIZ WITHINGTON - CABINET MEMBER FOR  
CUSTOMER SERVICES (OUTREACH)**

For the period September to November 2023

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

#### **Customer Services**

It been another couple of busy months in Customer Services with over 7,000 customer contacts received in both, September and October. With our colleagues in Revenues conducting several reviews of empty properties and Small Business Rates Relief this has kept our team busy on the phones however our customer's satisfaction has remained high.

Customer satisfaction surveys for September and October were completed by over 500 customers. The results show that over 90% of respondents were either quite/extremely satisfied with their overall experience with the council and 95% were quite/extremely satisfied with the helpfulness of the advisor.

Our new chatbot Nelly has completed its first month, and has also been busy helping our residents find the answers they need. It's still very early days but we are pleased with how she is growing and developing. She's also teaching us a few things as well. Our residents, concerned about flooding in the recent storms, were asking for her help and advice, so we now need to check the weather forecast!

Engagement with the chat bot for October has seen 670 customers use this service, of which just under 80% where provided automated assistance. The remaining 20% of enquiries were picked up by Customer Services. We are very pleased with how the first months performance and aim to increase this 'deflection rate'.

#### **Digital Mailroom**

After 18 years of service at NNDC, the Digital Mailroom & NNVC Team Leader, Jane Wisson, has left the organisation. Jane leaving presents the end of an era, but provides us a new opportunity to review and develop both service areas for the future. Both teams are continuing to deliver business as usual.

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

### Customer Services

With Autumn well and truly here we expect to see an increase in our customers contacting us regarding their cost of living and we will be working closely with our colleagues across the council to ensure help is provided.

We will also be shortly welcoming our new receptionist Ellie Daniels to the Customer Services team! After her initial induction training she will be ready to warmly greet our residents coming into the council offices at Cromer.

Of course she'll be welcoming all staff and members as well so be sure to say hello!