

To: Finance, Resources and Customer Services Policy Board

On: 23 November 2023

Report by: Director of Finance and Resources

Heading: Customer Services Performance Report

1. Summary

- 1.1 This report details performance across key Customer Service functions including Call Centre, Face to Face and Digital Support for customers for September 2023
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2. Recommendations

- 2.1 It is recommended that the Board:
- Note the contents of the report.
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3. Customer Service Provision

- 3.1 This section details the performance of the customer service for September 2023, and the current year to date position. The report provides an update on the overall contact centre call and e-mail volumes.

Face to Face services continue in Renfrewshire House, and details of customer volumes are provided in this report.

Demand for Digital Services remains high, and this report will update members on the level of online transactions being completed.

3.2 Contact Centre Performance

- 3.2.1 High level monthly summary – for the month of September, the contact centre received 25,270 calls and answered 95% against a primary target of 90% for the period.

Table 1 – Customer Service Unit – Primary Target (call handling)

Primary target	Year	Calls Received	September Performance	Year to Date
90% calls answered	2023	25,270	95%	95%
	2022	24,014	97%	96%

- 3.2.2 The contact centre achieved the primary target of answering 90% of all calls.

- 3.2.3 The secondary target is to respond to 70% of all calls within 40 seconds.

Table 7 – Customer Service Unit – Secondary Target (call handling)

Secondary target	Year	September Performance	Year to Date
70% calls in 40 seconds	2023	72%	71%
	2022	60%	64%

- 3.2.4 The contact centre achieved the secondary target of answering 70% of calls within 40 seconds and remains above target year to date.

The team have also processed 4,406 applications for Free School Meals and Clothing grants and paid £757,230 in clothing grants for 5,669 children.

- 3.2.5 In addition to the calls outlined above, customers also contact the Council using e-mail as their preferred channel. Since the new contact system was implemented, this has given greater visibility to the volumes handled through this route.

The e-mails received in the last three months for each service is outlined in table 3 below.

Table 3 – E-mail contact volumes

Service	July 2023	August 2023	September 2023
Blue Badge	291	329	323
General Enquiry	1396	1801	1464
Environmental	50	65	81
Free School Meals / Clothing Grants	776	816	231
Housing Repairs	605	741	683
Licensing	444	629	577
Mybins	786	961	803
Roads and Lighting Faults	67	88	58
Garden Waste	528	378	167
Total e-mails handled	4,943	5,808	4,387

3.3 Face to face provision

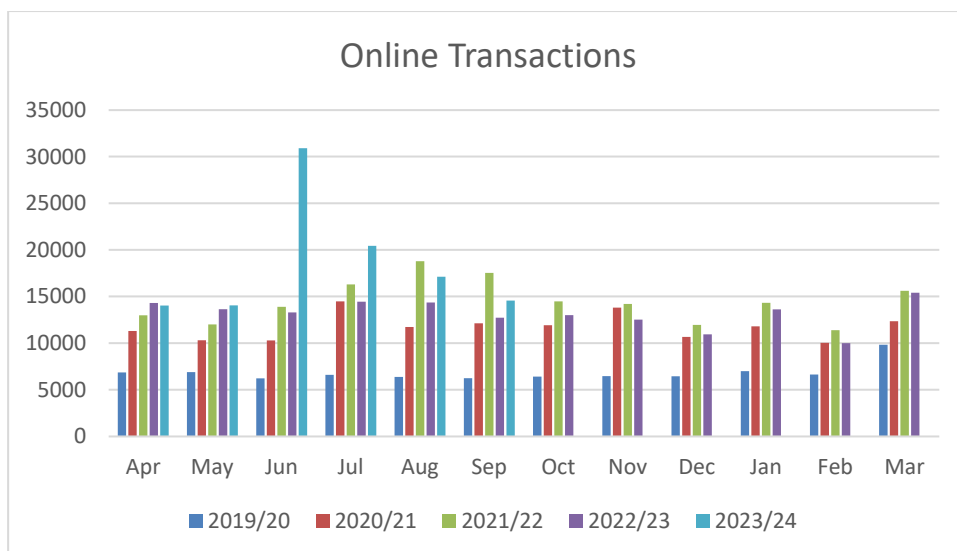
- 3.3.1 The Customer Service Centre in Paisley offers face to face support to customers by appointment where this is required.
- 3.3.2 Table 4 below shows the volume of customers who received face to face service during the month of September 2023.

Table 4 – Face to Face Customer Volumes

Service	Total Customers
Birth Registration	91
Marriage Registration	67
Licensing	57
TOTAL	215

3.4 Digital Services

- 3.4.1 The Council continues to see a high level of requests processed through the online platform, with an additional 4,382 customers registered since the start of the financial year. The total number of registered users on the MyAccount platform is now 102,233.
- 3.4.2 The level of online transactions, shown in the graph below, for the month is slightly higher than the same period last year with the platform supporting 14,562 requests in September. The increase is still attributed to the number of customers applying for the new garden waste collection permit.
- 3.4.3 Since the start of the financial year, 111,064 transactions have been completed online, which is 28,341 higher than the same period last year.



Implications of the Report

1. **Financial – None**
2. **HR & Organisational Development – None**
3. **Community/Council Planning –**
 - *Working together to improve outcomes – An efficient and effective Customer Services Unit is vital to ensuring citizens have equality of access to Council services whether this is digitally, by telephone or face to face*
4. **Legal - None**
5. **Property/Assets - None**
6. **Information Technology - None -**
7. **Equality & Human Rights -** The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report because it is for consideration of performance only. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website.
8. **Health & Safety – None**

9. **Procurement** - None.
10. **Risk** - None
11. **Privacy Impact** - None
12. **Cosla Policy Position** – Non applicable.
13. **Climate Risk** – none.

List of Background Papers

(a) None

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