

To: Finance, Resources and Customer Services Policy Board

On: 30 March 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 February 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 February 2023, and the current year to date position. The report provides an update on the overall contact centre call handling volumes and service level.

Face to Face services continue in Renfrewshire House, with these being managed on an appointment basis. 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 Telephone Call Handling

- 3.2.1 High level monthly summary – for the month of February, the contact centre received 29,340 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	February Performance	Year to Date
90% calls answered	2023	29,340	95%	97%
	2022	25,597	97%	97%

- 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	February Performance	Year to Date
70% calls in 40 seconds	2023	68%	63%
	2022	56%	62%

- 3.2.4 The contact centre performance was below the secondary target of answering 70% of calls within 40 seconds, Year to date however the performance remains higher than the same period last year.

Throughout the month, the performance within the call centre was in line with target, with dips being experienced on each Monday, where call volume is higher following weekend closure. Resource levels were also impacted in the middle of the month as annual leave levels increased due to school mid-term holidays.

In addition to the telephone demand outlined above, the team continue to manage the Free School Meal and Clothing Grant processes. Although application volumes are now reducing the customer service team have now processed a total of 5,166 applications for Free School Meals and Clothing Grants and successfully paid £803,460 in clothing grants for 6,465 children.

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 3 below shows the volume of customers who received face to face service during the month of February 2023.

Table 3 – Face to Face Customer Volumes

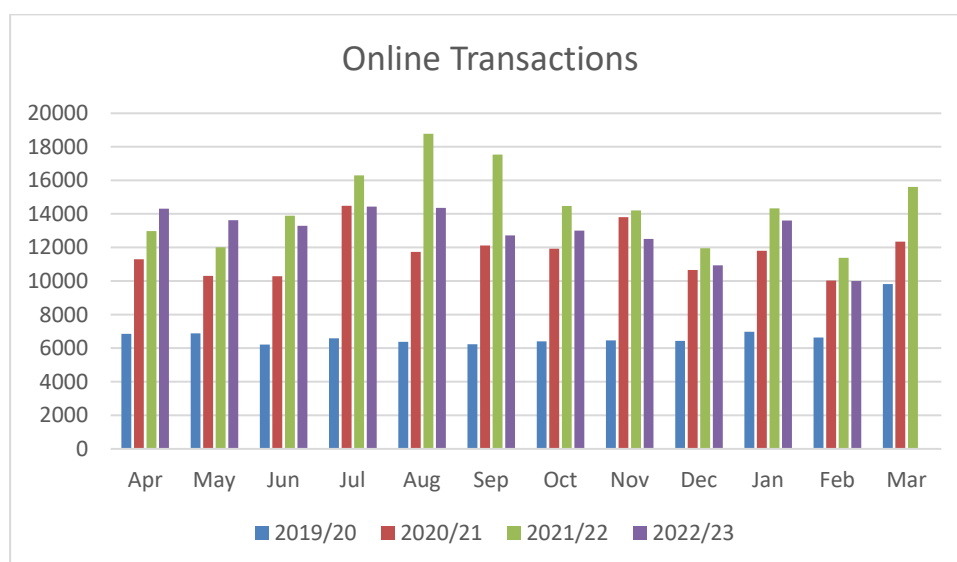
Service	Total Customers
Birth Registration	125
Marriage Registration	43
Licensing	35
TOTAL	203

3.4 Digital Services

3.4.1 The Council continues to see a high level of requests processed through the online platform, with a further 8,091 new users registered since the start of the financial year. This continues the trend seen since the pandemic, with a total of 34,646 new users since March 2020. The number of users on the Council's MyAccount service now equates to over 99% of all households in Renfrewshire, compared to 69% of households in March 2020.

3.4.2 The level of online transactions for the month is slightly lower than the same period last year but the platform still supported 9,994 requests in February.

3.4.3 Since the start of the financial year a total of 142,768 transactions have been completed online.



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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