

To: Finance, Resources and Customer Services Policy Board

On: 08 June 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 April 2023
-

2. Recommendations

- 2.1 It is recommended that the Board:
- Note the contents of the report.
-

3. Customer Service Provision

- 3.1 This section details the performance of the customer service for April 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, 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 April, the contact centre received 24,373 calls and answered 96% against a primary target of 90% for the period.

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

Primary target	Year	Calls Received	April Performance	Year to Date
90% calls answered	2023	24,373	96%	96%
	2022	24,753	98%	98%

- 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	April Performance	Year to Date
70% calls in 40 seconds	2023	64%	64%
	2022	68%	68%

- 3.2.4 The contact centre performance was below the secondary target of answering 70% of calls within 40 seconds.

The main impact to performance was the Easter weekend driving increased demand during the following week alongside resource levels being reduced because of the school holidays, service levels recovered in the second half of the month.

- 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 April for each service is outlined in table 3 below.

Table 3 – E-mail contact volumes

Service	E-mail Volume
Blue Badge	226
General Enquiry	918
Environmental	37
Free School Meals / Clothing Grants	34
Housing Repairs	624
Licensing	305
Mybins	531
Roads and Lighting Faults	85
Total e-mails handled	2,760

3.3 Face to face provision

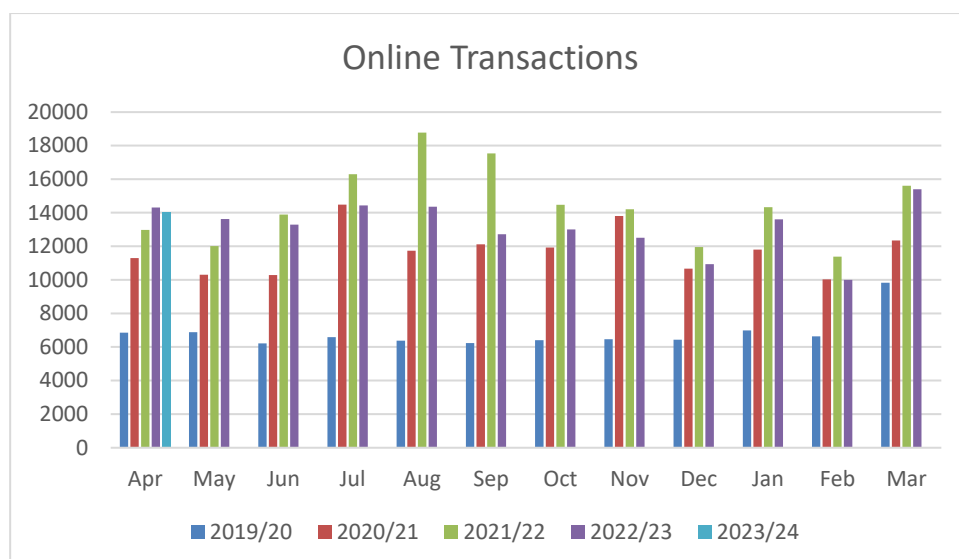
- 3.3.1 The Customer Service Centre in Paisley offers face to face support to customers by appointment where this is required.
- 3.3.2 Table 4 below shows the volume of customers who received face to face service during the month of April 2023.

Table 4 – Face to Face Customer Volumes

Service	Total Customers
Birth Registration	101
Marriage Registration	86
Licensing	50
TOTAL	237

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 9,991 customers registered in the last year. 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 equal to the same period last year with the platform supporting 14,026 requests in April.
- 3.4.3 For the whole of the last financial year 158,164 transactions have been completed online, and a similar volume has continued into the new year as shown in the graph below.



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

Author: Gary Innes, Senior Service Delivery Manager (Customer and Digital Operations)