

**To: Finance, Resources and Customer Services Policy Board**

**On: 14 September 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 July 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 July 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 July, the contact centre received 25,815 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	July Performance	Year to Date
90% calls answered	2023	25,815	95%	94%
	2022	25,237	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	July Performance	Year to Date
70% calls in 40 seconds	2023	70%	71%
	2022	62%	66%

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

The month of July is always a challenging month for the contact centre as resources are required to process Free School Meal and Clothing Grant applications as well as continue to respond to telephone and e-mail contacts.

By the end of July, the team had received 3,590 applications for Free School Meals and Clothing grants and had paid £559,290 in clothing grants for 4,272 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**

<b>Service</b>	<b>May 2023</b>	<b>June 2023</b>	<b>July 2023</b>
Blue Badge	241	1295	291
General Enquiry	1078	1306	1396
Environmental	59	94	50
Free School Meals / Clothing Grants	14	487	776
Housing Repairs	692	655	605
Licensing	252	183	444
Mybins	554	988	786
Roads and Lighting Faults	51	63	67
Garden Waste		663	528
<b>Total e-mails handled</b>	<b>2,941</b>	<b>5,743</b>	<b>4,943</b>

### **3.3 Face to face provision**

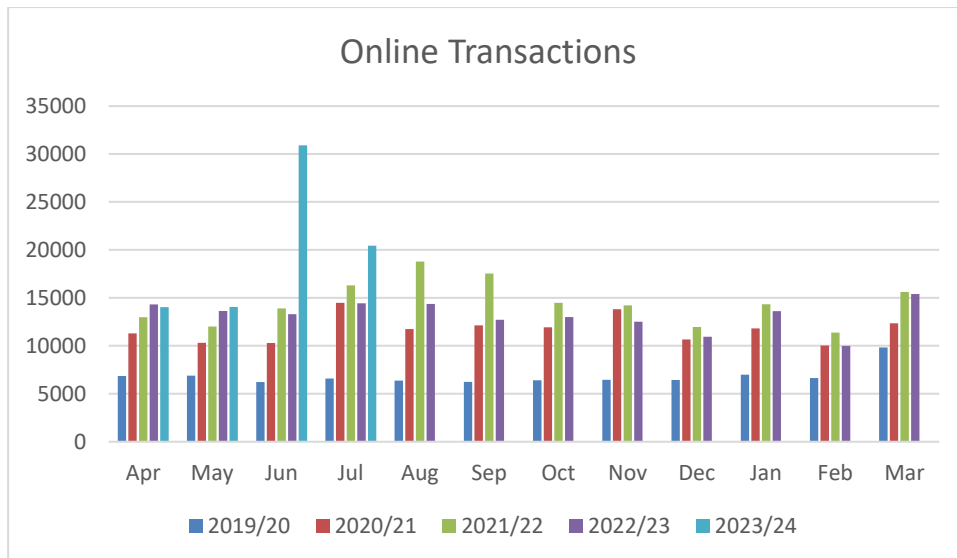
- 3.3.1 The Customer Service Centre in Paisley offers face to face support to customers by appointment where this is required.
- 3.3.2 Table 4 below shows the volume of customers who received face to face service during the month of July 2023.

**Table 4 – Face to Face Customer Volumes**

<b>Service</b>	<b>Total Customers</b>
Birth Registration	130
Marriage Registration	100
Licensing	84
<b>TOTAL</b>	<b>314</b>

### **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 2,587 customers registered since the start of the financial year. The total number of registered users on the MyAccount platform is now 100,438.
- 3.4.2 The level of online transactions for the month is higher than the same period last year with the platform supporting 20,426 requests in July. The increase can be attributed to the number of customers applying for the new garden waste collection permit.
- 3.4.3 Since the start of the financial year, 79,387 transactions have been completed online, which is 23,735 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

---

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