

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

**On: 13 June 2024**

---

**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, E-mail, Face to Face and Digital Support for customers during April 2024.

---

**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 centre for April 2024. 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 April, the contact centre received 28,864 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	2024	28,864	96%	96%
	2023	24,373	96%	96%

3.2.2 The contact centre received an additional 4,491 calls compared to the same period last year and achieved the primary target of answering above 90% of all calls.

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

**Table 2 – Customer Service Unit – Secondary Target (call handling)**

Secondary target	Year	April Performance	Year to Date
70% calls in 40 seconds	2024	64%	64%
	2023	64%	64%

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

April is historically a challenging month for the contact centre with service levels the same as April 2023. Performance levels are impacted by Easter and school holidays resulting in reduced resources alongside an increase in demand for Recycling and Bulky Waste Uplifts. This in addition to the start of the new year for Garden Waste Permits contributed to the increase of 4,491 calls compared to the same period last year.

The team have also processed 4,663 applications for Free School Meals and Clothing Grants and paid £782,100 in clothing grants to 5,858 children.

Parents can continue to apply for Free School Meals, however clothing Grant applications for the current school year are now closed. Applications for next school year will re-open at the start of June.

- 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 are outlined in table 3 below.

**Table 3 – E-mail contact volumes**

<b>Service</b>	<b>February 2024</b>	<b>March 2024</b>	<b>April 2024</b>
Blue Badge	371	332	394
General Enquiry	988	1382	792
Environmental	60	64	60
Free School Meals / Clothing Grants	55	64	39
Housing Repairs	770	671	717
Licensing	530	472	538
Mybins	483	437	524
Roads and Lighting Faults	193	160	136
Garden Waste	506	449	347
<b>Total e-mails handled</b>	<b>3,956</b>	<b>4,031</b>	<b>3,547</b>

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

- 3.3.1 The Customer Service Centre 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 support during the month of April 2024.

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

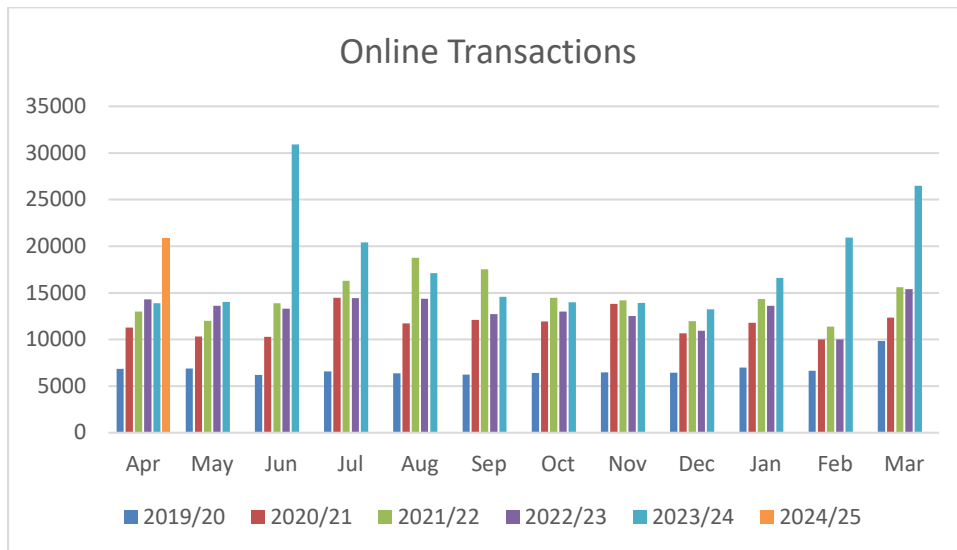
<b>Service</b>	<b>Total Customers</b>
Birth Registration	104
Marriage Registration	75
Licensing	89
<b>TOTAL</b>	<b>268</b>

### **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 6,941 customers registered in the last year.

The total number of registered users on the MyAccount platform is now 104,792.

- 3.4.2 The level of online transactions, shown in the graph below, is significantly higher for the month than the same period last year with the platform supporting 20,884 requests in April. The highest level transactions are payments and garden waste permit applications.
- 3.4.3 In the last financial year, 216,083 transactions were completed online, which is the highest volume in a year since the platform launched. An increase of 57,919 on the previous 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)