

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

**On: 8 February 2024**

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**Report by: Director of Finance and Resources**

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**Heading: Customer Services Performance Report**

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**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 December 2023 and the current year to date position.

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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 centre for December 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 December, the contact centre received 19,680 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	December Performance	Year to Date
90% calls answered	2023	19,680	95%	95%
	2022	25,890	96%	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	December Performance	Year to Date
70% calls in 40 seconds	2023	70%	72%
	2022	58%	63%

- 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 4,518 applications for Free School Meals and Clothing grants and paid £771,570 in clothing grants for 5,776 children.

In the same period last year 5102 applications were processed with £802,290 paid to 6311 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>October 2023</b>	<b>November 2023</b>	<b>December 2023</b>
Blue Badge	332	314	243
General Enquiry	953	890	900
Environmental	41	36	35
Free School Meals / Clothing Grants	244	77	66
Housing Repairs	766	787	699
Licensing	781	604	395
Mybins	560	520	506
Roads and Lighting Faults	73	81	146
Garden Waste	51	26	33
<b>Total e-mails handled</b>	<b>3,801</b>	<b>3,335</b>	<b>3,023</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 December 2023.

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

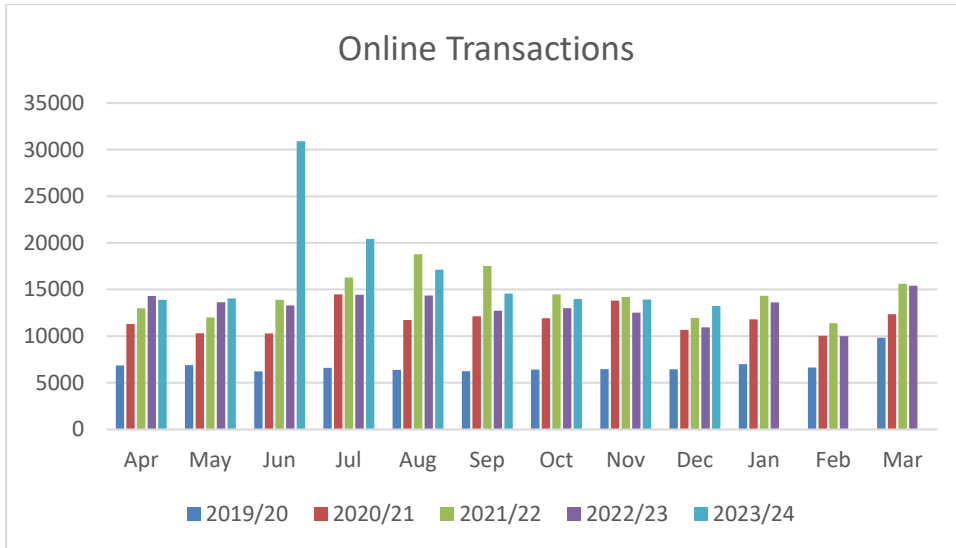
<b>Service</b>	<b>Total Customers</b>
Birth Registration	90
Marriage Registration	41
Licensing	31
<b>TOTAL</b>	<b>162</b>

### **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 3,900 customers registered since the start of the financial year. The total number of registered users on the MyAccount platform is now 101,751.

3.4.2 The level of online transactions, shown in the graph below, for the month is higher than the same period last year with the platform supporting 13,245 requests in December. 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, 152,070 transactions have been completed online, which is 32,902 higher than the same period last year.




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## 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.

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**List of Background Papers**

(a) None

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