

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

**On: 18 April 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 February 2024 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 February 2024, 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 February, the contact centre received 25,654 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	February Performance	Year to Date
90% calls answered	2024	25,654	96%	95%
	2023	29,340	93%	95%

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

Secondary target	Year	February Performance	Year to Date
70% calls in 40 seconds	2024	73%	71%
	2023	68%	64%

- 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 4,596 applications for Free School Meals and Clothing grants and paid £777,150 in clothing grants for 5,828 children.

In the same period last year 5166 applications were processed with £803,460 paid to 6,465 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 are outlined in table 3 below.

**Table 3 – E-mail contact volumes**

<b>Service</b>	<b>December 2023</b>	<b>January 2024</b>	<b>February 2024</b>
Blue Badge	243	319	371
General Enquiry	900	1036	988
Environmental	35	46	60
Free School Meals / Clothing Grants	66	47	55
Housing Repairs	699	972	770
Licensing	395	419	530
Mybins	506	858	483
Roads and Lighting Faults	146	253	193
Garden Waste	33	25	506
<b>Total e-mails handled</b>	<b>3,023</b>	<b>3,975</b>	<b>3,956</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 February 2024.

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

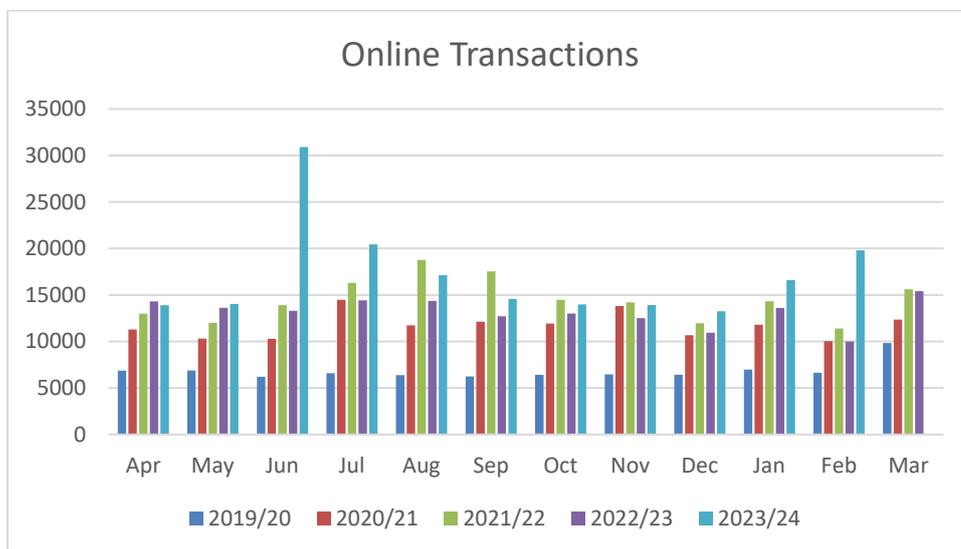
<b>Service</b>	<b>Total Customers</b>
Birth Registration	137
Marriage Registration	65
Licensing	71
<b>TOTAL</b>	<b>273</b>

### 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 5,302 customers registered since the start of the financial year. The total number of registered users on the MyAccount platform is now 103,153.

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 20,929 requests in February. This can be attributed to the launch of the Garden waste permit scheme for the next financial year on the 19<sup>th</sup> of February, with 8,387 applications processed by the end of the month.

3.4.3 Since the start of the financial year, 189,595 transactions have been completed online, which is 46,827 higher than the same period last year and on track to be the highest transaction volumes in a year since the platform launched.




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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.*
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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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