

To: Finance, Resources and Customer Services Policy Board

On: 15 June 2022

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 2022.
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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 for April 2022, and the current year to date position. The report provides an update on the overall contact centre call handling volumes and service level.

Face to Face services have now resumed in Renfrewshire House, with these being managed on an appointment basis. Details of customer volumes are provided in this report.

Demand for Digital Services continues, 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 24,753 calls and answered 99% 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	2022	24,753	99%	99%
	2021	27,748	96%	96%

- 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	2022	68%	68%
	2021	56%	56%

- 3.2.4 The contact centre performance was slightly below the secondary target of answering 70% of calls within 40 seconds, mainly due to year end activity affecting Housing Repairs at the start of the month and an increase in demand following the Easter Weekend public holiday.

Performance recovered towards the end of the month and has continued to be above target into May.

3.3 Face to face provision

- 3.3.1 The Customer Service Centre in Paisley continues to offer face to face support to customers by appointment where this is required.
- 3.3.2 Table 3 below shows the volume of customers who received face to face service in Paisley during the month of April 2022.

Table 3 – Face to Face Customer Volumes

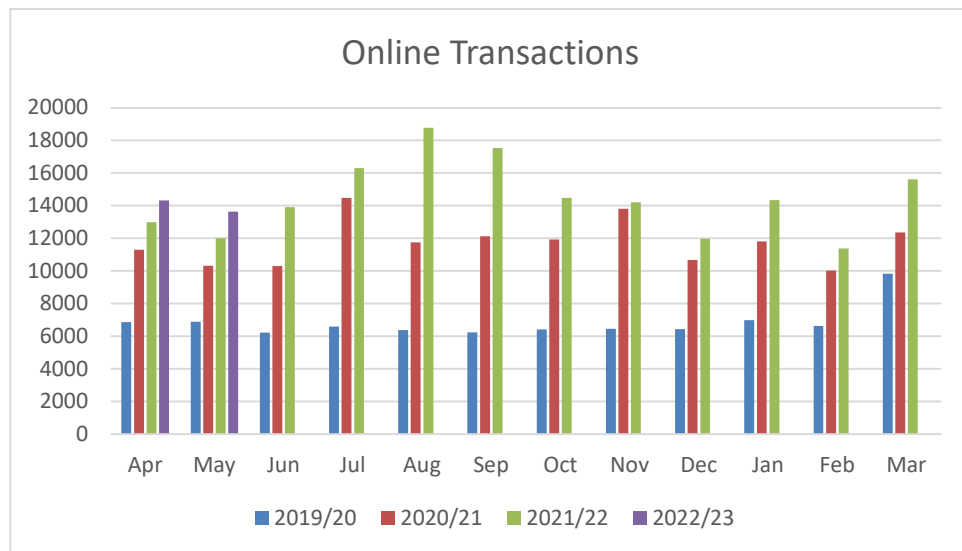
Service	Total Customers
Birth Registration	87
Marriage Registration	117
Licensing	48
TOTAL	252

3.4 Digital Services

3.4.1 The Council continues to see an increase in the use of their online services with a further 11,601 new users registered on the platform during the last financial year. This continues the trend seen since the start of the pandemic, with a total of 26,555 new users since March 2020. The number of users on the Council’s MyAccount service now equates to 99% of all households in Renfrewshire, compared to 69% of households in March 2020.

3.4.2 The level of online transactions also continues to rise, with 14,308 requests processed through MyAccount platform in April compared to 6,855 in the same period in 2019. The graph below shows the level of online transactions per month since the start of April 2019.

3.4.3 During the last financial year there were 173,426 transactions supported on the MyAccount platform, compared to 81,853 in the year prior to the start of the pandemic.



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

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