



To: Finance, Resources and Customer Services Policy Board

On: 21 November 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 September 2024.

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 September 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 September, the contact centre received 20,212 and answered 98% against a primary target of 90% for the period.

Table 1 – Customer Service Unit – Primary Target (call handling)

Primary target	Year	Calls Received	September Performance	Year to Date
90% calls answered	2024	20,212	98%	97%
	2023	25,270	95%	95%

- 3.2.2 The call volume this period is lower than last year, mainly due to the Council's main switchboard number. Last September, the automated system was not operational due to technical issues, meaning all calls had to be answered by customer service advisors. This resulted in 3,000 additional calls to the call centre for the month in 2023.

- 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	September Performance	Year to Date
70% calls in 40 seconds	2024	76%	70%
	2023	72%	71%

- 3.2.4 The contact centre achieved the secondary target of answering 70% of calls within 40 seconds and has recovered the year to date position since the last report.

The Digital Advisor for Customer Service is due to go-live in November, and performance information will be updated to reflect this from the next board cycle.

The process for Free School Meals and Clothing grant applications for the new school session re-opened in June, and to date the team have processed 4,126 applications for Free School Meals and Clothing Grants and paid £686,640 in clothing grants to 5,145 children.

Applications are slightly lower than the same period last year, where we processed 4,406 applications and paid £757,230 for 5,669 children however it is expected that the winter clothing payment will result in a slight increase in applications in the coming period.

- 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

Service	July 2024	August 2024	September 2024
Blue Badge	431	436	327
General Enquiry	1543	808	748
Environmental	58	61	31
Free School Meals / Clothing Grants	750	487	188
Housing Repairs	742	698	662
Licensing	388	374	423
Mybins	475	455	376
Roads and Lighting Faults	84	81	68
Garden Waste	107	68	45
Total e-mails handled	4,578	3,468	2,868

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 September 2024.

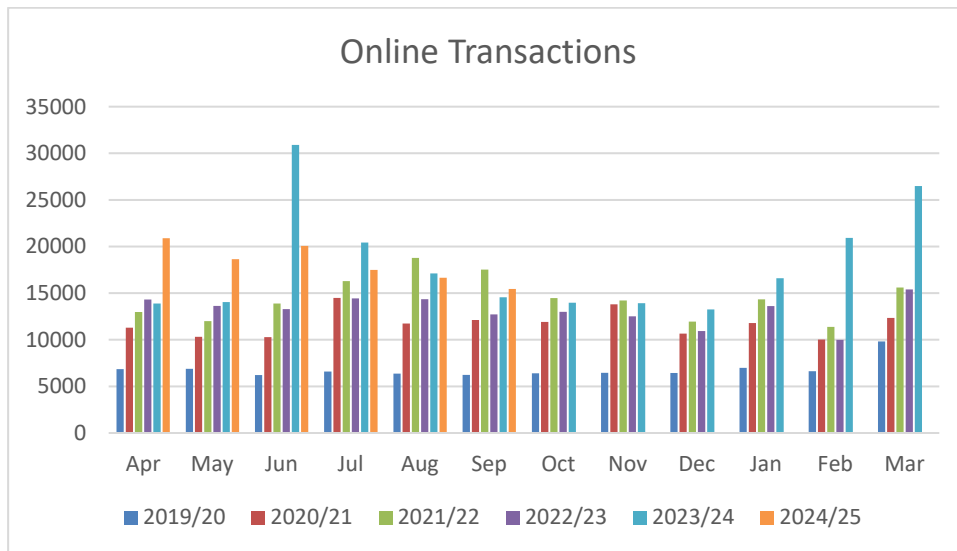
Table 4 – Face to Face Customer Volumes

Service	Total Customers
Birth Registration	72
Marriage Registration	75
Licensing	27
TOTAL	174

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 6,383 customers registered in the last year. The total number of registered users on the MyAccount platform is now 108,616.

3.4.2 Since the start of the financial year, 154,445 online transactions have been completed, which is broadly in line with 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. **Climate Risk** – none.
13. **Children's Rights** – none.
14. **Cosla Policy Position** – Non applicable.

List of Background Papers

- (a) None

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