
To: Finance, Resources and Customer Services Policy Board

On: 8 September 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 July 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 July 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 July, the contact centre received 25,237 calls 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	July Performance	Year to Date
90% calls answered	2022	25,237	98%	99%
	2021	28,281	98%	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	July Performance	Year to Date
70% calls in 40 seconds	2022	62%	65%
	2021	59%	61%

- 3.2.4 The contact centre performance was below the secondary target of answering 70% of calls within 40 seconds, however, remains higher than the same period last year. The month of July is the peak leave period for the team and the time where applications are submitted for Free School Meals and Clothing Grants for the next school session, and performance is impacted as resources are deployed to ensure applications are processed and paid to families in a timely manner.

In addition to the call volume outline above, by the end of July the customer service team handled 3,510 applications for Free School Meals and Clothing Grants and successfully paid £547,590 in clothing grants for 4,121 children.

3.3 Face to face provision

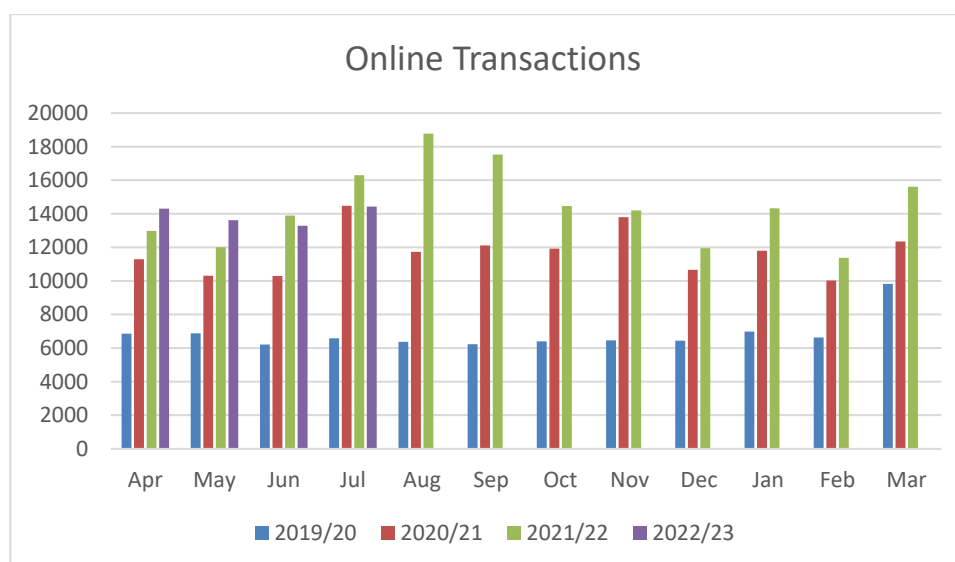
- 3.3.1 The Customer Service Centre in Paisley offers face to face support to customers by appointment where this is required.
- 3.3.2 Table 3 below shows the volume of customers who received face to face service during the month of July 2022.

Table 3 – Face to Face Customer Volumes

Service	Total Customers
Birth Registration	102
Marriage Registration	89
Licensing	37
Blue Badge	26
TOTAL	254

3.4 Digital Services

- 3.4.1 The Council continues to see a high level of requests processed through the MyAccount online service, with a further 2,575 new users registered on the platform since the start of the financial year. This continues the trend seen since the start of the pandemic, with a total of 29,130 new users since March 2020. The number of users on the Council's MyAccount service now equates to over 99% of all households in Renfrewshire, compared to 69% of households in March 2020.
- 3.4.2 The level of online transactions for the month is slightly lower than the same period last year but the MyAccount service still supported 14,432 requests in July compared to 6,585 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 Since the start of the financial year a total of 55,652 transactions have been completed through the online service.



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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