

CABINET 29 JULY 2014
ITEM 14 – 2014/15 Q1 PERFORMANCE MANAGEMENT REPORT

Additional paper

Improving our Customer Experience – Performance Indicators

* 1% of calls were rejected

Performance Indicators	Q1 Target	Q1 Actual	Status
Proportion of customers satisfied with the quality of face to face contact with Customer Services	90%	96%	😊
Proportion of customers satisfied with the quality of telephone contact to Customer Services	90%	94%	😊
% of calls answered	74%	76%*	😊
% of calls abandoned	26%	23%*	😊
% of calls answered in 30 seconds	65%	48%	😞
Call quality measure	90%	93%	😊
Proportion of customers satisfied with the complaints handling process	77%	100%	😊

Previous reports to Cabinet reported performance on a number of indicators for Customer Services that are no longer monitored. The performance indicators for 2014/15 are linked directly to improvements we anticipate as part of the Improving our Customer Experience programme and highlight service quality improvements coupled with customer satisfaction scores. Previous performance indicators did not necessarily drive improvements in service quality and therefore could not be expected to directly improve customer satisfaction. Indicators which are still being monitored for management information purposes but are no longer reported upon to drive improvements in customer satisfaction are:

- Average face to face waiting time
- Average call waiting time
- Average call handling time
- Average no. of days to resolve stage 1 complaints

Commentary on calls answered in 30 seconds:

A number of bulk mail outs to customers (council tax reminders) have increased demand and impacted on the team's ability to answer the increased volume in calls within 30 seconds (48% against a target of 65%). Work continues within the ICE Programme to review bulk mail outs and how we can reduce the need for customers to call us to clarify the content of our communication. However, as this demand reduced in June 2014, the team were back to answering 60-65% of calls within 30 seconds and it is expected that performance will improve in Quarter 2.

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