Customer Service Improvement 2019/20

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Head of Customer Services

Areas covered

Overview of:

- Customer services performance
- Digital services
- Self-service
- Access and inclusion
- New technology
- Wider customer service improvements

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Customer Services

2018/19 performance

- Extended wait times
- Large numbers of customers hanging up before connecting
- Generally poor customer experience
- Improving as year progresses

	Q1	Q2	Q3*	Q4	Total
Received	26,843	26,880	14,790	25,512	93,995
Answered	18,339	20,570	12,790	22,693	74,392
Answered in 30 seconds	37%	45%	72%	75%	57%
Answered in 60 seconds	42%	49%	78%	83%	63%
Average waiting time	0:03:06	0:02:07	0:00:30	0:00:40	0:01:36

*Missing data in Q3 due to technology change.

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Improvement plan that includes:

- Re-design of the call flows and better use of existing technology

- Successful recruitment of a supervisor

- Refocused staff 1 to 1 performance meetings

- Staff performance managed on output & quality

- Recognition and awards

- Team games and competitions

- Review of the team and functions – but no significant change to headcount

Customer Services

2019/20 Performance

- Improved wait times
- Much lower numbers of customers hanging up before connecting
- Much improved customer experience

	Q1	Q2	Q3	Total
Received	26,218	25,987	23,997	76,202
Answered	22,304	22,660	21,418	66,382
Answered in 30 seconds	68%	71%	76%	72%
Answered in 60 seconds	74%	78%	82%	78%
Average waiting time	0:01:04	0:00:44	0:00:32	0:00:47

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2019/20 Performance

- Year on year comparison much improved
- Performance gains held
- Much improved customer experience

	Q1	Q2	Q3
Received	-625	-893	+9,207
Answered	+3,965	+2,090	+8,628
Answered in 30 seconds	+31%	+26%	+4%
Answered in 60 seconds	+32%	+29%	+4%
Average waiting time	-0:02:02	-0:01:23	+0:00:02

Ongoing challenges..

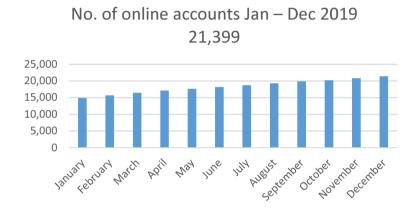- Small Team – every person counts

- Business case for technology in a smaller team

- External events… flood, weather, events

Digital- MyAccount

No. of transactions Jan – Dec 2019
25,904

(Bar chart showing monthly transactions from January to December 2019, y-axis ranging 0 to 3,500)

No. of online accounts Jan – Dec 2019
21,399

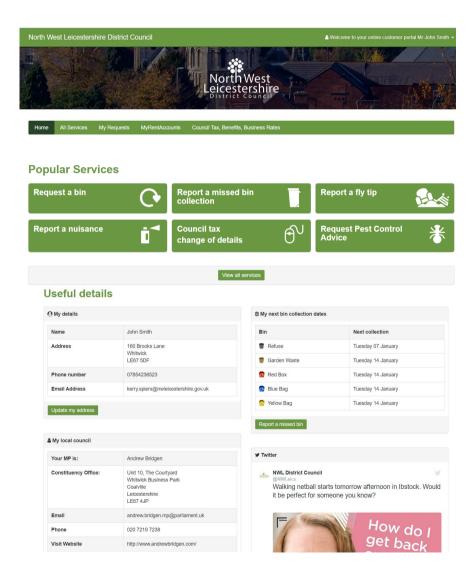(Bar chart showing monthly online accounts from January to December 2019, y-axis ranging 0 to 25,000)

- Average of 2159 number of transactions per month.

- Average of 545 online accounts created every month

- Average form star rating 4.6 out of 5

- 50+ number of digital forms available.

Top 5 most popular forms:

- Order your waste containers
- Rent payments
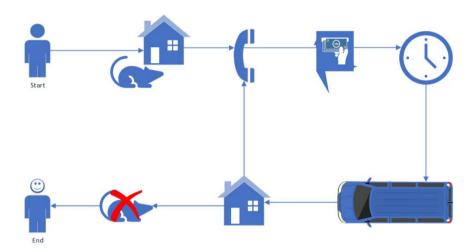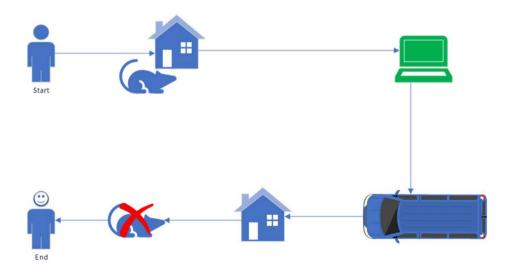- Bulky waste collection
- Missed bin
- Fly tipping

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MyAccount Relaunch

End to End process

From traditional processes

To digital processes…

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Self Service

Coming in 2020 to our visitor centre:

- Electronic sign in and out for visitors and electronic notification to staff of their arrival

- 2 touch screen PC's so customers can serve themselves

- Fast serve payment kiosk – no more queuing to make simple payments

- Floor walkers during busy periods to guide customers and encourage self serve

Access and Inclusion

Working with the Equalities Lead to:

- Walk through of customer journeys – face to face, digital and telephone

- Identify barriers to access

- Make recommendations around protentional improvements

Face to face has been done – recommendations include:

- Bariatric chairs
- Wheel chair waiting area
- LED bright signs for desks

This Photo

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Wider improvements

- Customer Experience
    - Representatives from across the Council to champion the customer
    - Feed into the a new Customer and Digital board

- Corporate complaints
    - Now migrated to Customer Experience team
    - Procedure refreshed for customers
    - New internal process being worked on

- Customer service standards
    - New standards for the organisation

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2020/21

Further technology work:

- Unified communications and a new phone system

    - Vastly improved call centre software
    - New channels – webchat
    - Increased responsiveness
    - Consistent experience for the customer

- Exploring data

    - Brining data together to improve customer outcomes
    - Better sharing and collaboration opportunities

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Questions?