

Matters arising update sheet

From the Scrutiny Committee meeting on

15 December 2022

Updates		
Item Number	Member Query Raised	Cabinet Member/Officer Response
6	What is the target timescale for Customer Services answering telephone calls? And what is the current performance against that target?	<p>All call activity is continually monitored to ensure call are being undertaken as efficiently as possible. To date, target response times have not been set as the focus is on quality and ensuring high rates of first contact resolution to maintain a high-quality service and reduce failure demand. For reassurance, over a 12-month duration of circa 178,000 presented calls, on average call wait times are less than 2 mins 39 seconds. Customer contact fluctuates (and is seasonal) with call waiting times varying throughout the year – for example demand impacted by summer Southwold campsite contacts, garden waste renewals, elections, winter repairs, inclement weather affecting services and most notably ESC annual council tax billing period with call volumes being extremely high. Potential vulnerable needs (such as Home But Not Alone and Gateway to Homechoice) are generally prioritised – reducing call waiting times. The contact centre deals with many complex cases with calls taking on average 5.5 mins; with call takers requiring wrap time (to log the call, complete an eform, make a call, send an email etc.).</p> <p>To date only historically ‘abandoned call rates’ have been reported (with a contact classified abandoned after 6 seconds) – however these figures are not reflective of the position, with callers hanging up to go online, wrong number dialled, unable to complete the call at that time. The IVR system is continuously reviewed and, when appropriate/applicable, amended to provide more useful information to ensure customers are able to reach the appropriate source of support, understand where help and advice is available and when new services are available online etc. (e.g. recently, a new option has been introduced to reduce waiting time for callers needing to contact environmental protection). Over a 12-month duration of 178000 presented calls, abandoned call rate</p>

		<p>was 12.6% (higher than average due to staff sickness and resource gaps – and figure includes seasonal/peak demand).</p> <p>A 'call performance framework' was introduced in 2021 to support our Customer Service Agents to offer not only consistent levels of service and quality but to identify training needs and areas of performance improvement; this is an internal call monitoring scheme. Calls are randomly monitored to ensure 'call efficiency'; focussing on, for example, 'make busy' and wrap times, data protection and correct recording of information and signposting customers online; additionally looking at CSAs approach to customer service such as active listening, positive language and adaptive communication skills.</p> <p>As 'One Front Desk' continues to expand, 'First Contact Rate' continues to be a focus to reduce customer journey times, touch points of dissatisfaction and deliver and effective and efficient service.</p>
6	Which services are within the scope of the 'One Front Door' Customer Services initiative?	<p>OFD – triage, services, and guidance include:</p> <ul style="list-style-type: none"> Anti-social behaviour Asset Management Building Control Business Rates Communities Cost of living Council Tax and Housing Benefit Covid-19/HBNA Elections Environmental Protection Food and Safety Gateway to Homechoice Housing Needs Housing Support Officers Immigration support Land charges Leisure (beach huts etc) Licensing Mailbox enquiries Norse Parking Services Planning Private Sector Housing Proof of Life Certificate Repairs Southwold campsite

		<p>Suffolk County Council</p> <p>Tenancy Services</p> <p>Tourism</p> <p>Warm Homes Healthy People</p> <p>Waste/Norse services</p> <p>And</p> <p>FOI/EIR logging</p> <p>EIR logging</p> <p>Email enquires</p> <p>Digital Champions assistance</p> <p>Face to face – digital reception service</p>
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