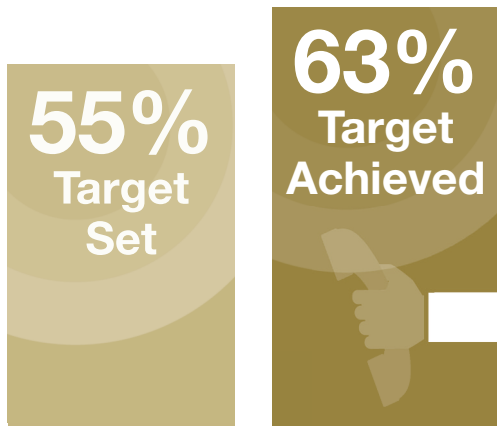


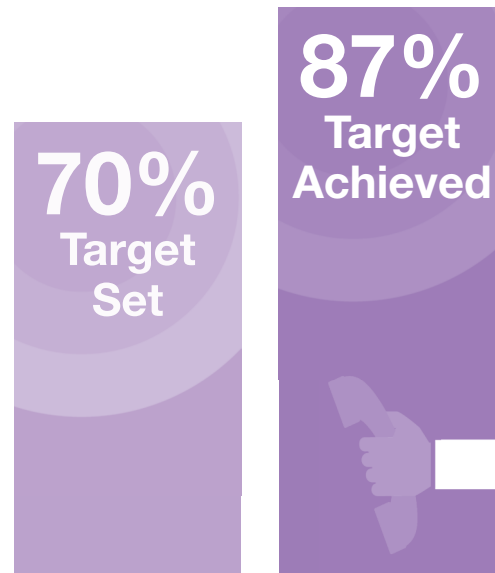
# Appendix 3: Customer Service Overall Performance

Performance Targets Results for Last Financial Year April 2015 to March 2016

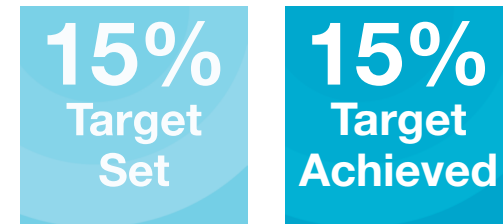
**% of calls answered  
within 80 seconds**



**% of calls resolved  
at first point of contact**



**% of calls abandoned  
by customer**



March 2016

## Our 3 Main Performance Targets

**% of calls answered  
within 80 seconds**



**% of calls resolved  
at first point of contact**



**% of calls abandoned  
by customer**



## April performance

Please note that April's performance may be adversely impacted through the roll out of the new Customer Engagement Platform (Microsoft Dynamics). Whilst a plan of mitigation is in place and under constant review, it is worth noting the potential risk about this change in system across the customer service operation.

# Customer Service Overall Performance

March 2016

## Contact centre



Calls answered

For comparison



January 2016

53,994

February 2016

51,878



% of calls abandoned

The rollout of training of the Customer Engagement Platform (CEP) had an impact on the resources available to field calls throughout March.

58%

% answered within 80 seconds

87%

Calls resolved at first point of contact

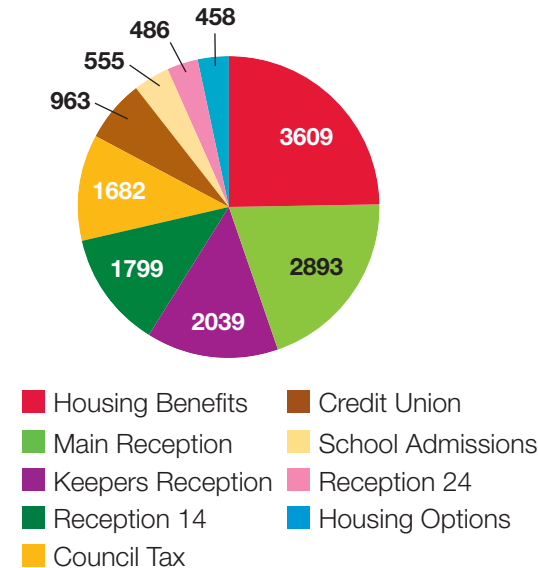
## Face to face



Number of Civic Centre visitors



Number of Civic Centre visitors by enquiry type



## Web and social media



Number of unique website visitors



Number of Facebook followers



Number of Twitter followers



# Customer Service Contact Centre Transactions

March 2016

## Top 10 enquiries

- 1 📌 Claim chasing
- 2 📌 Can I speak to my social worker?
- 3 📌 Can I speak to...(Resolved on 1st call)
- 4 📌 Fly tip – highway and council maintained land
- 5 📌 What is my balance/amount owed?
- 6 📌 Bulky Goods - Can you collect...(items)
- 7 📌 Fly tip - Someone had dumped something...(Public Protection requests only)
- 8 📌 General Information - Technical
- 9 📌 Bert Williams - I want to make a booking
- 10 📌 Calculation of HB/CTB



## 24 Hour Control Centre



Response to out of hours emergency calls (road traffic collisions, fallen trees, building security issues, council housing repairs)

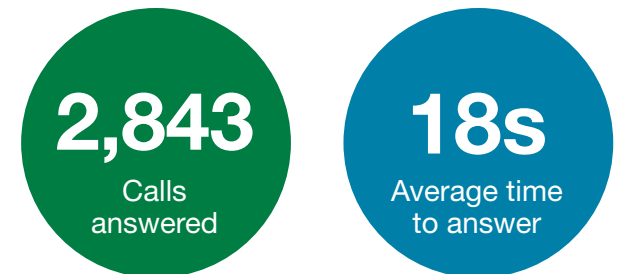
## Foster Care



## Switchboard



## Registration and Bereavement Services



# Customer Service Overall Performance

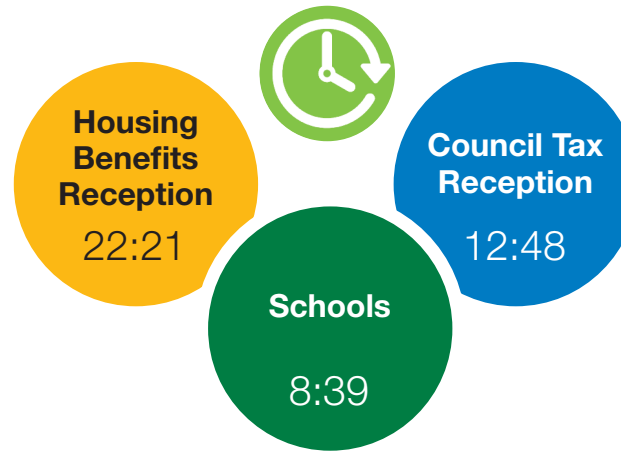
March 2016

## Top 5 enquiries (Main reception)



- |   |                   |      |
|---|-------------------|------|
| 1 | Housing Benefits  | 3609 |
| 2 | Council Tax       | 1682 |
| 3 | Housing Options   | 486  |
| 4 | School Admissions | 458  |
| 5 | Registrars        | 268  |

## Average wait times

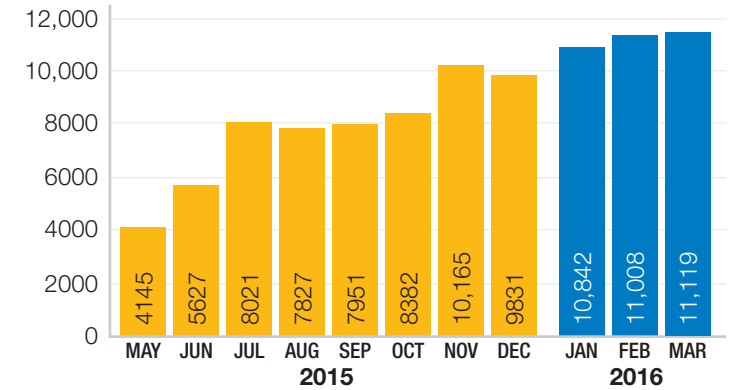


## Public Wi-Fi

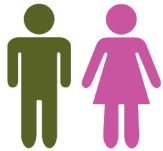
11,119



Users logged in figures

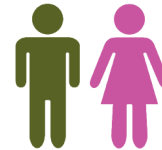


## Top 5 enquiries (Reception 24)



- |   |  |    |
|---|--|----|
| 1 | Building Regulations Application Forms | 79 |
| 2 | Private Sector Housing                 | 77 |
| 3 | Planning Applications                  | 65 |
| 4 | Land Charges                           | 37 |
| 5 | Legal Documents                        | 21 |

## Top 5 enquiries (Reception 14)



- |   |                              |     |
|---|------------------------------|-----|
| 1 | Taxi Application Appointment | 401 |
| 2 | Taxi Information             | 386 |
| 3 | Taxi Packs                   | 179 |
| 4 | Taxi Appointment Requests    | 147 |
| 5 | Licensing Act Application    | 145 |

## Credit Union Reception



583

Total number of enquiries

# Customer Service Website Usage

March 2016

## Top 10 searches



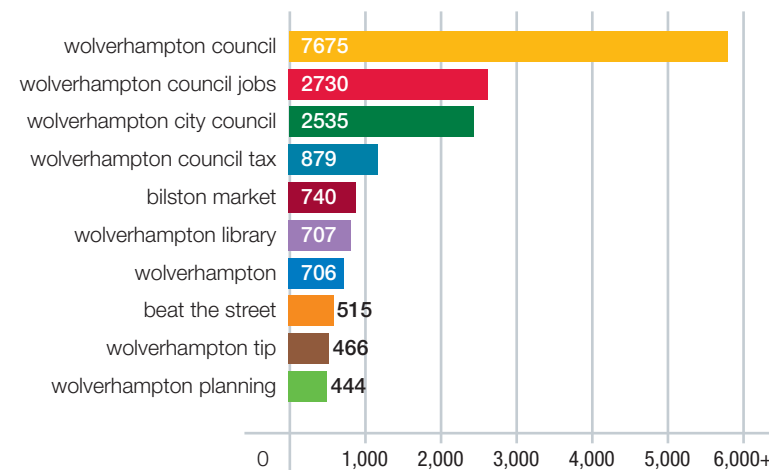
- 1 Bin Collection Dates
- 2 Council Tax
- 3 School Admissions
- 4 Job Vacancies
- 5 School Term Dates
- 6 Planning
- 7 Contact Us
- 8 Copies of Certificates
- 9 Recycling, rubbish
- 10 Taxi Licences

## Top 10 most visited pages



- 1 Home
- 2 Jobs in Schools
- 3 Login
- 4 Rubbish Tips
- 5 Bin Collections
- 6 Customer Services
- 7 Public Charge Notices
- 8 Terms Dates
- 9 Admissions
- 10 Pay Council Tax

## Top 10 Google keywords



Click-throughs from Google during March 2016

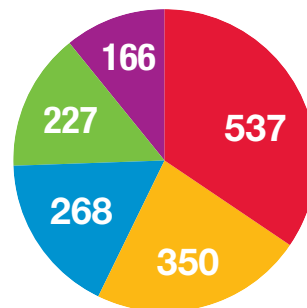
## Unique visitors

290,739  
MONTH

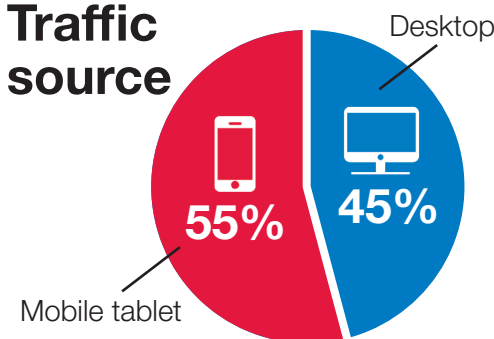
9,378  
A DAY

## Top 5 form submissions

- Contact Form
- Book a Visit
- Apply for a Tip Permit
- Request a New Bin
- Report a Missed Bin



## Traffic source



42%

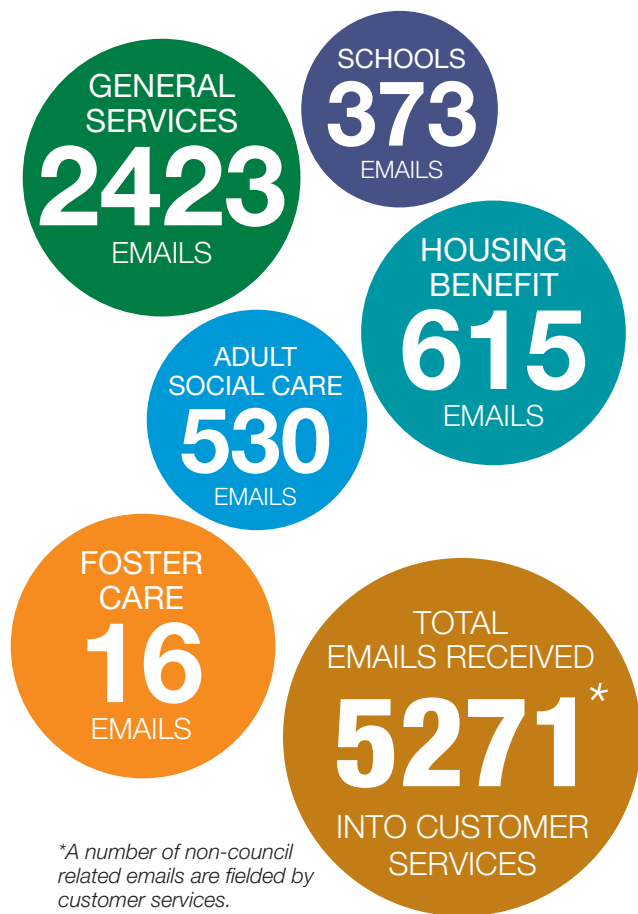
Average % of visits made to council websites nationally on mobile devices\*

\*SOCITM Better Connected Report 2015

# Customer Service Other Digital Channels

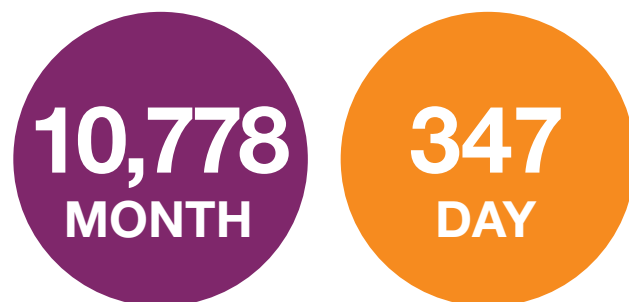
March 2016

## Total Number of Emails for

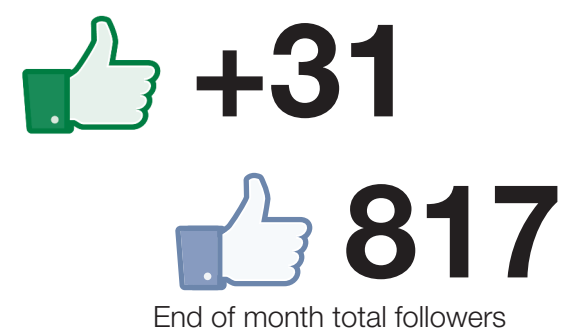


\*A number of non-council related emails are fielded by customer services.

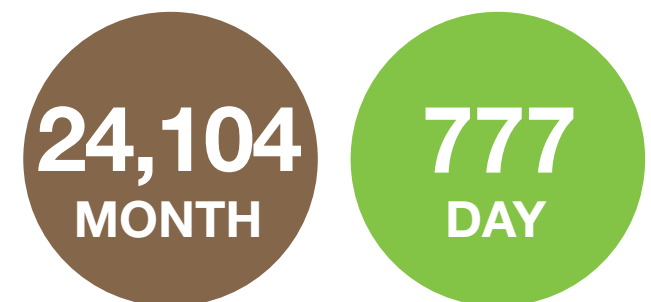
## WV Active Website unique visitors



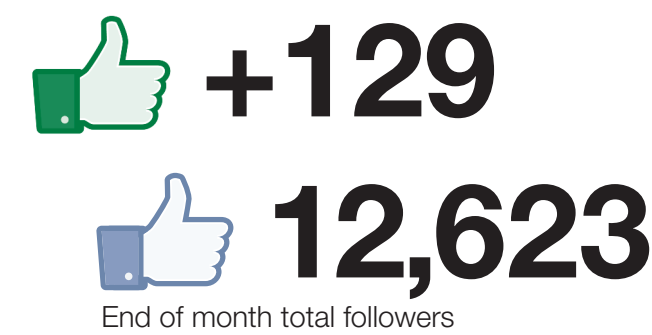
## Facebook Number of followers



## Wolves Civic Website unique visitors



## Facebook Number of followers



# Customer Service App Usage

March 2016

## The City of Wolverhampton Council app

Total downloads,  
End of month total



Total number of bin collection  
notification subscriptions

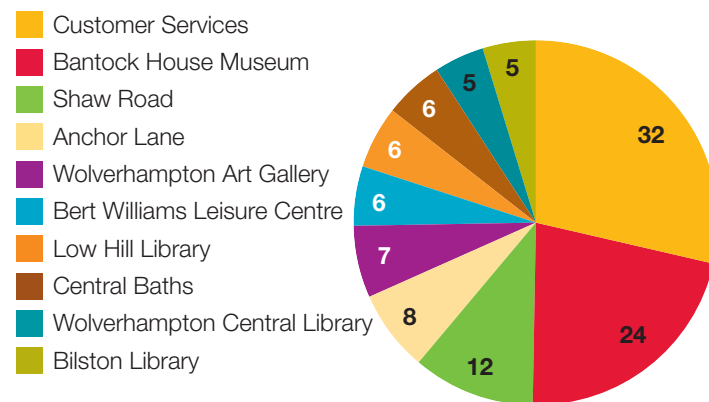


Across both  
Android and  
Apple iOS  
platforms

Total downloads, by  
platform during March



Top 10 favoured pages



## Report It app

Total downloads,  
End of month total



Number of reports  
received during  
March



Top 5 reported topics

