

# Customer Contact Update

Quarter 2 2021/22

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Presenter:

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[wolverhampton.gov.uk](https://www.wolverhampton.gov.uk)

## **Customer Services use a number of channels to communicate with residents, visitors to our city, businesses and partnering organisations.**

Our communication channels include:

- Telephony
- Emails and web forms
- Online and paper application processing
- Face to Face
- Virtual appointments

## Customer Contact data Q2 (July 2021 - September 2021)



**115,799**  
calls  
answered



**27, 904**  
Emails  
actioned



**2,536**  
Applications  
processed



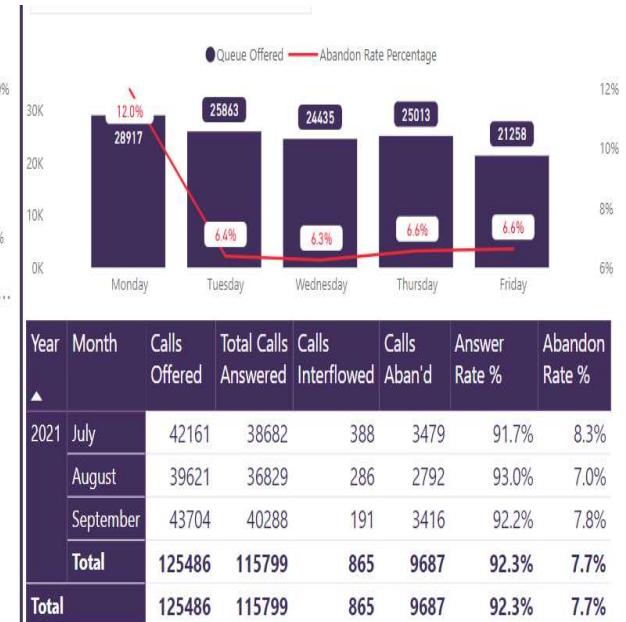
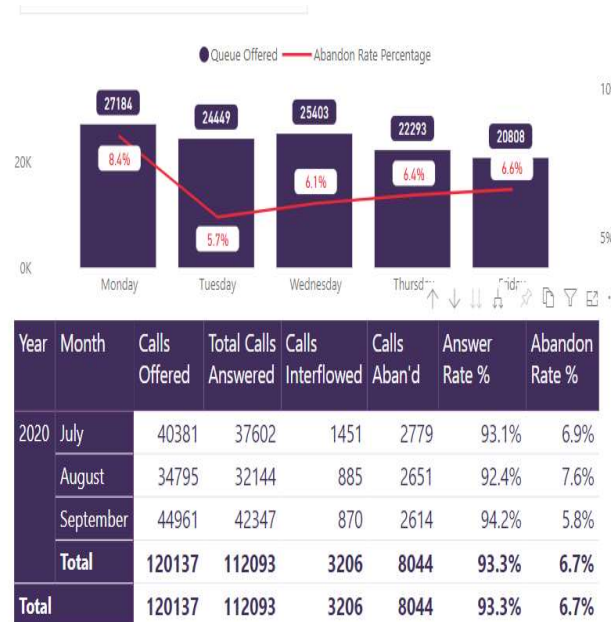
**1164**  
Face to Face  
appointments

During quarter 2, we handled 147,403 Customer Contacts. 6.6 % (9687 calls) of customers terminated their call before we were able to answer.

# Communication Channel-Telephony

## Customer call analysis

- During Q2 2021 we received 125,486 calls. Of these calls, we were able to answer 115799. Our call contact response rate for this quarter was 92.3%.
- We received 5,349 more calls this quarter in comparison to the same period during 2020.
- \*An analysis of Mitel (telephony system) was undertaken for the period of 1 July 2021 to 27 September 2021. Data shows that 2491 calls were terminated by the customer within 80 Seconds, 844 of those being within 30 seconds



\* Analysis was undertaken for the period 1 July 2021 to 27 September 2021, this equated to 119661 calls

## Communication Channel - Emails and Webforms

- During Q2 we handled 27,904 emails and web form enquiries. Enquiries relating to Revenue and Benefits accounted for the highest number of email and webform customer contact.
- Our service level agreement with the internal services we support is to process customer emails and webform enquiries within two working days. We were able to achieve this during Q2.
- We analyse email data to identify any trends in customer enquiries and to identify opportunities to work with services to improve published customer information.

## **Communication Channel – Online and paper application processing**

- During Q2 we processed 2,536 Blue Badge and School applications.
- Provided support for Home to School Travel appeals.
- Continued to support local businesses with business grant applications.

## **Communication Channel – Face to Face and Virtual appointments**

At the beginning of Q2 as restrictions were eased, we surveyed our customers over a three week period to ensure that the way in which re-opened was led by our customers in conjunction with data collated from customer insight.

This enabled us to identify locations to deliver community based customer service in addition to the Civic Centre.

During Q2 we undertook 1,164 face to face and virtual appointments. The highest number of appointments were for taxi licensing, followed by appointments related to Revenues and Benefits.

We also delivered community based surgeries to support customers with their applications for Blue Badges. Surgeries for Blue Badge application support are currently held at Bilston Library, Wednesfield Library and the Civic Centre.

We are currently delivering surgeries to support parents and carers with their school admission applications from the Civic Centre and we are currently in the process of identifying further locations to deliver these types of support surgeries.

## **Future Plans to improve the customer journey**

- Review of current telephony system
- Chat Bot solution
- Web Chat solution
- Document scanning solution for customers
- Community based Customer Service Delivery
- CWC and Wolverhampton Homes community based Co-location
- Work with Insight and Performance to identify any trends in demand for
- Blue Badge appeals



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