

# Customer Engagement Strategy Update

Resources & Equalities Scrutiny Panel  
12 March 2024

- The [Customer Experience Strategy](#) was approved by Cabinet and published in March 2023.
- It was informed by pre-decision Scrutiny and an in-depth consultation exercise which engaged with over 700 people.
- It set out a new 'customer promise' and identified recommendations which have been completed or will be completed by July 2024 after the implementation of our new Omnichannel solution.
- It sets out five key priorities:
  - Provide a seamless customer journey
  - Design customer centred services
  - Unlock the power of data and digital
  - Deliver value for money
  - Provide inclusive accessible services for all

## Our Customer Promise

### We will

- Make it easy for you to access information, services and support when you need them
- Answer your queries at first point of contact and keep you informed if it takes longer
- Value your feedback and take it into account when making improvements to our services
- Only collect relevant information from you, store it safely and use it appropriately
- Do what we say we will and put it right if we get it wrong

### You can help us to deliver our promise by:

- Working with us to get the information we need to help you
- Let us know if you have any specific needs
- Treat our staff politely

# Highlights

- Improved service performance whilst demand has increased
- Successful launch of new face to face Customer Access Points
- Customer centered journeys e.g. Adult Social Care front door redesign, reducing demand
- Responded to customer feedback e.g. cash payments process launched for Garden Waste
- Seamless customer journeys e.g. Web Content Review for Council Tax, Go live with new 'Council Tax Contact Us' forms
- New omni channel system procurement – providing further opportunity to be 'driven by digital' and improve efficiencies

# Customer Contact

During the Q3 2023-2024, Customer Services have received 152,928 customer contacts

## Calls

3 mins  
04 secs

Average  
call waiting  
time

115,137

Telephone calls  
received

91.6%

105,486  
Call answer  
rate

## Email

25,508

Emails handled

## Overall Face-to-face

8,516

44.9%

calls answered  
within  
20 seconds

8.4 %

(9,651 calls)  
Call  
abandoned  
rate

### Other services delivered –Total 3767

- ✓ 1353 - Blue Badge applications
- ✓ 1299 - School applications
- ✓ 836 - Love Clean Streets
- ✓ 233 - School Bus Pass applications
- ✓ 46 Blue Badge Telephone  
Appointments

### Face-to-face breakdown

- ✓ 194 Council Tax Digital Surgeries
- ✓ 63 Customer Access Points
- ✓ 959 Council Tax and Housing Benefit Reception
- ✓ 175 Council Tax and Housing Benefit appointments
- ✓ 56 Blue Badge Surgeries
- ✓ 59 Schools Surgeries
- ✓ 4035 Licensing Reception
- ✓ 2975 Casual Caller

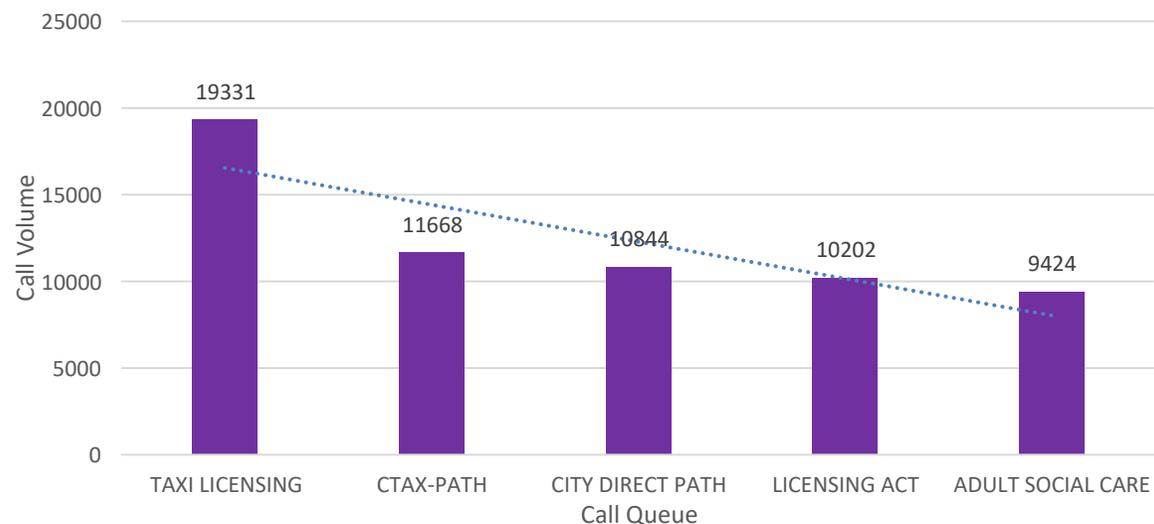
# Customer Contact Q3 comparison

	Q3 22/23	Q3 23/24
Calls Received	113,920	<b>115,137</b>
Calls answered	103,069	<b>105,486</b>
Calls abandoned	10,851 (9.5%)	<b>9,651 (8.4%)</b>

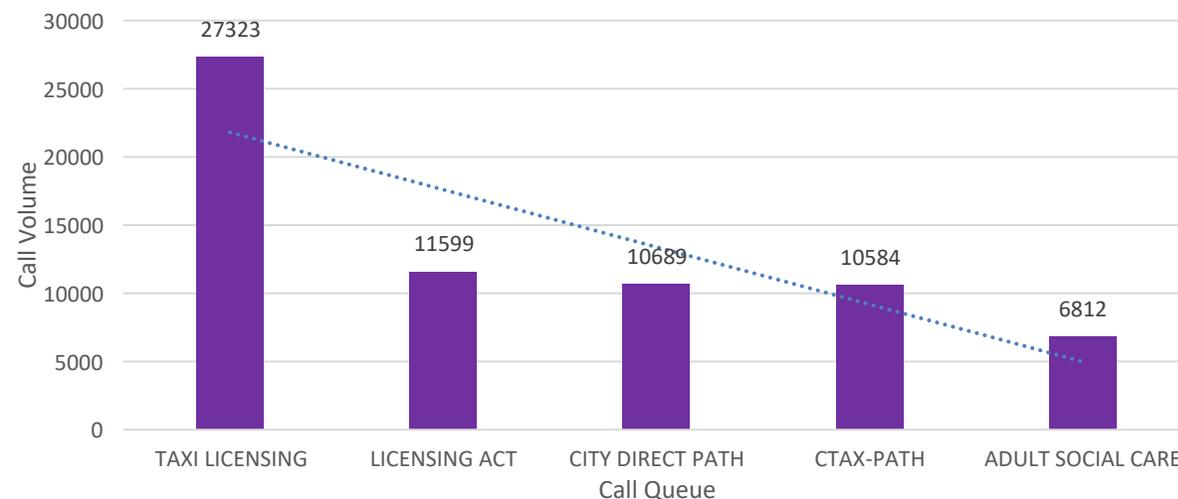
**Call abandonment rate decreased to 8.4% during Q3 23/24**

# Top 5 Most Contacted Call Queues

Top 5 Most Contacted Queues Q3 2022/2023



Top 5 Most Contacted Queues Q3 2023/2024



The top 5 call queues remain consistent between Q3 2022/2023 and Q3 2023/2024

Taxi licensing remains number one, and we have seen a slight decrease in council tax call volumes.

An increase in vehicle license enquiries has contributed to call volumes. We have seen a 29% increase in vehicle enquiry contact from Q3 2022/2023 to Q3 2023/2024

Adult Social Care received 2,612 fewer calls in Q3 compared to Q2; this is a 28% reduction since the go-live of the Adult Front Door project.

# Customer Access Points

Type of enquiry	Community Hub/Venue					Total
	Bert Williams	Bob Jones	Ashmore Park	Aldersley Leisure Village	Civic Centre	
Blue Badges	13	8	16	5		42
Carers allowance						
Council Tax	1	2	3		130	136
Garden Waste			1	1		2
Housing Benefits			1		39	40
School Admissions			1	1	61	63
Neighbour dispute						
Radar Key		2				2
W'ton Homes	1	1	1	1	11	15
Other	3	1			12	16
<b>Grand Total</b>	<b>18</b>	<b>14</b>	<b>23</b>	<b>8</b>	<b>253</b>	<b>316</b>

## Outcome of 316 enquiries

Resolved at point of contact - 99  
 Signposted to service information - 65  
 Supported to do online - 172  
**4.9/5**  
**positive rating**

## New Customer Access Points

Warstones Library,  
 Tettenhall Library  
 launching in March 2024

During the period 1 April 2023 – 31 January 2024 the following performance were monitored against the key performance indicators in the strategy

Key Performance Indicator	Outcome
% of customers satisfied with how helpful and polite our customers services officers are	<b>95 %</b> (2,362)
% of customers who find it easy to contact us	<b>96%</b> (2,392)
% of customers satisfied with the time taken to resolve their queries	<b>85%</b> (2,122)
% of customers satisfied with our service overall	<b>89%</b> (2,222)

The following performance will be monitored against the key performance indicators in the strategy from 1 July 2024

- % of customers who find it easy to use our website
- % of customers who find our online services useful

# Customer Feedback received during quarter 3

**1**  
**MP**  
**enquiries**

**7**  
**Councillor**  
**enquires**

**4**  
**Corporate**  
**complaints**

**13**  
**Customer**  
**service**  
**officer**  
**compliments**

## National polling on resident satisfaction with councils:

- Nationally there is polling by the Local Government Association (LGA) on resident satisfaction.
- The survey included responses from **160** participants representing **128** Councils across the country.
- The latest available data is from October 2023, and is sourced from interviews with 1000 adults across the country.
- It measures residents' views on six key indicators and nine council services. It also covers perceptions of safety, trust in politicians and government, and media coverage of councils.

## Key findings:

- Five of the six key indicators of satisfaction received positive feedback from most respondents, with no significant changes compared to June 2023.
- Trust in local councillors remains high, while perceptions of value for money and council responsiveness are comparatively low.
- Waste collection and parks and green spaces received the highest levels of satisfaction with council services.
- Most respondents felt safe in their local area and agreed that it is important to treat local politicians with respect and courtesy.
- The media was seen as more negative than positive towards the government and local councils.
- Full report [here](#).