



# Customer Service Quarterly Performance Report Jan to Mar 2009

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## Management summary

The number of customers who contacted Customer Services this quarter totalled 70,060, an increase from the previous quarter's total of 66,149. All service levels were met both in Customer Service Centres and the Call Centre.

The progress Customer Services is making against its Service Plan is shown in [Appendix A](#).

Several surveys in the quarter show very high satisfaction levels with the standard of service provided both internally and externally...

- Service department staff have recorded a satisfaction level of 95%
- Customers visiting face to face locations recorded a satisfaction level of 99.7%
- Customers contacting the Call Centre recorded a satisfaction level of 98%

Status Summary	<u>1Q 2009</u>	<u>2Q 2009</u>
Overall status		
People		
Processes		
Systems		

This has to be considered in light of dramatic increases in Benefit (+40%) and Housing (+21%) enquiries at face-to-face locations.

The contents of the Customer Service Standard leaflet have been agreed and the document has now gone to print.

Migration of Housing to the Call Centre remains on schedule to go live early May. Training will be rolled out subsequently to face-to-face locations.

To view the Customer Services Home page click [here](#).

# Customer Service Centres

During the quarter the Customer Service Centres (CSCs) dealt with 24,794 customer enquiries, compared to the previous quarter total of 26,875. A breakdown of this figure by location is shown on the right, and details of the enquiry types are shown in [Appendix B](#).

Benefit enquiries increased dramatically this quarter, averaging 40% higher than previous months. In March the highest number of Benefit enquiries for the last twelve months were recorded at 2,088. Housing enquiries have also increased by 21% over previous months.

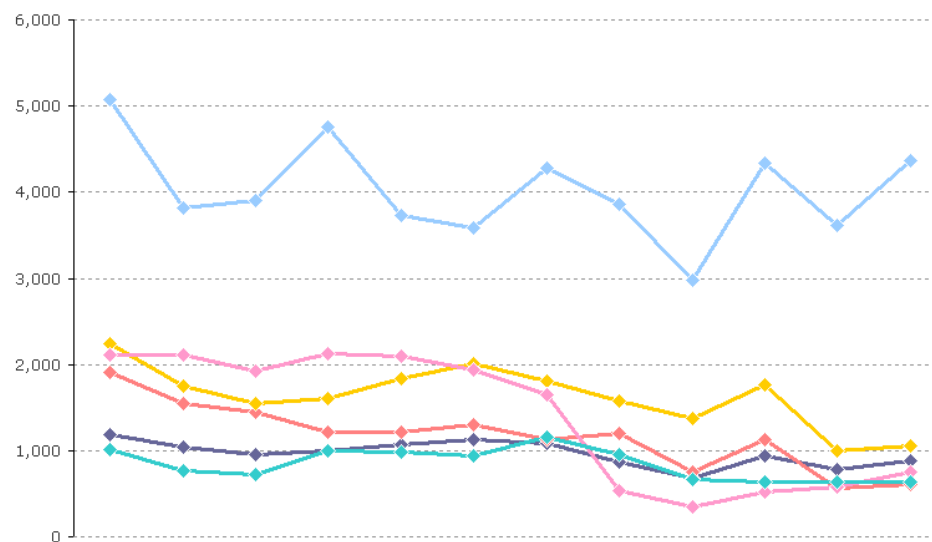
This has placed great pressure on staff. For example at Huntingdon CSC, in addition to being cross trained on these services staff have volunteered to take short lunches and miss breaks; this is not a long term solution to maintaining service levels.

The CSCs exceeded their customer service levels during the quarter. At Huntingdon CSC customers queued on average for 5 minutes 16 seconds and 93% of customers were seen within 10 minutes (target 75%). A monthly breakdown of these figures is shown in [Appendix C](#).

A revised customer satisfaction survey was carried out in March. The percentage of customers who were satisfied or very satisfied with the service received was 99.7%, reflecting the high quality of service available at our face-to-face locations.

To view further information about the Customer Service Centres click [here](#). Additional information about Ramsey & Yaxley CSCs can be viewed [here](#).

Customer Service Centres' enquiries per month



	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09
Huntingdon CSC	5,069	3,818	3,907	4,753	3,735	3,580	4,281	3,861	2,976	4,331	3,619	4,368
Ramsey CIC	1,182	1,047	961	994	1,063	1,128	1,080	870	676	934	782	879
St Ives Cash Office	1,909	1,552	1,440	1,210	1,217	1,296	1,124	1,200	746	1,124	570	609
St Neots Cash Office	2,241	1,756	1,551	1,606	1,831	2,008	1,808	1,579	1,373	1,758	994	1,056
St Neots TIC	2,110	2,118	1,918	2,121	2,099	1,943	1,644	532	354	522	577	756
Yaxley CIC	1,014	772	716	1,000	989	946	1,151	952	668	631	641	643

## Call Centre

Customers contacting the Call Centre during the quarter totalled 45,266, split between 41,549 calls and 3,717 emails. For calls, 98% or 40,524 were answered (target 95%). [Appendix D](#) shows the volume of calls and emails over the last 12 months.

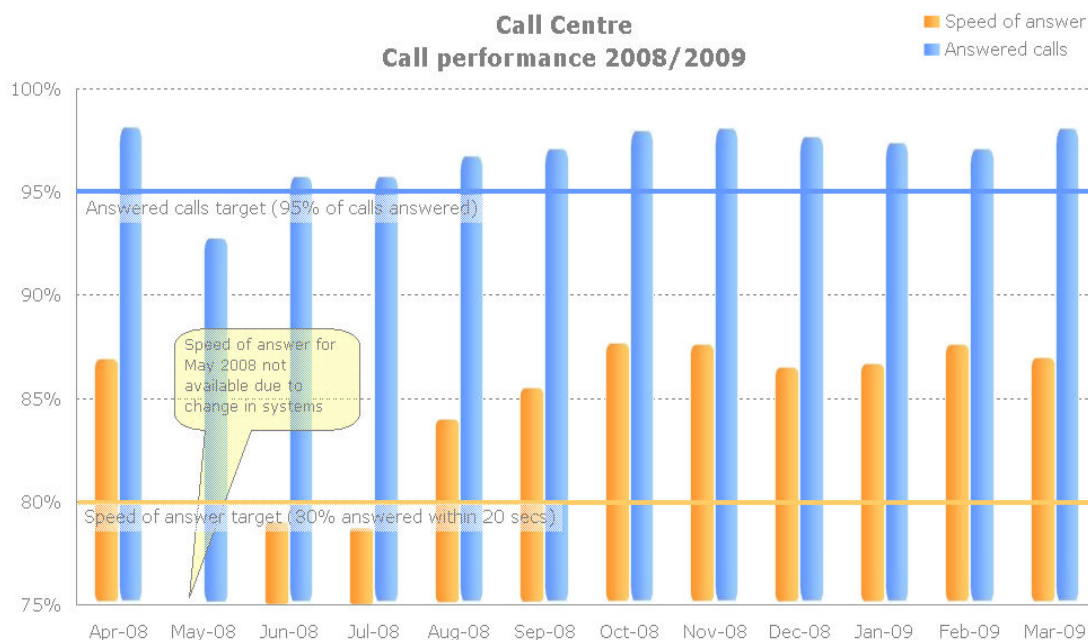
The call Centre exceeded all its customer service levels during the quarter. Performance for the last 12 months on the Call Centre's two main service levels is shown in the graph to the right.

The annual survey of service department staff satisfaction showed an increase over that recorded last year. The percentage of staff who were satisfied or very satisfied increased from 88% to 95%.

As part of the ongoing customer satisfaction survey, the percentage of customers who were satisfied or very satisfied with the service received remained consistent at 98%.










[Appendix E](#) shows the complaints received by the Call Centre, representing 1.2% of all requests for service. This shows a decrease from the previous quarter's score of 0.8%. [Appendix F](#) shows details of service requests received by the Call Centre, and [Appendix G](#) information requests.









To view further information about the Call Centre click [here](#).



# Appendix A

## Service Plan Status

Action		Target date	Status
Customer Satisfaction	Measure customer satisfaction across all Customer Services' sites on a consistent basis, providing feedback to Advisors & service departments	Mar-09	 Completed Mar-09, now ongoing
	Measure internal customer satisfaction	Mar-08	 Completed Mar-08, now ongoing
	Benchmark Call Centre performance against other District Councils	Oct-08	 Completed Jun-08, now ongoing
	Improve the way HDC's annual survey is conducted to obtain information to identify areas of strength & development areas	Jan-09	 Provided costs in December for survey to be conducted by Call Centre.
Employee Satisfaction	Measure employee satisfaction across all Customer Services' sites, publish results and maintain score above 75% satisfaction	Jun-08	 Completed Jun-08, now ongoing Score Dec-08 90%
Mystery Shopper	Compare performance against partners; provide customer advisors with personal benchmarks & give them experience of how partners handle calls	Jun-08	 Completed Jun-08, now ongoing
Quality Measures	Measure quality of work across all Customer Services' sites	Jan-09	 Expensive Q-Matic quotation caused delay. Cost reduced by using Sharepoint application, & only using Q-Matic to developing lower level reports. Expected to complete Jun-09.
Forecast	Forecast resource requirements across all Customer Services' locations	Jul-08	 Completed Jul-08, now ongoing
Recruitment/ Training	Develop training for Customer Services	Apr-09	 Face-to-face mystery shopping carried out & results to be used to tailor future training in the CSCs. Staff completed two training days. Call Centre Housing training will be rolled out to face-to-face sites. Extension of the WIKI to face-to-face sites is behind schedule. Regular 1 to 1 reviews & training plans now in place.

Action		Target date	Status
Effective Communication	Achieve effective two way communication via meetings with customer service co-ordinators & service managers, & invitation to Councillors to visit customer services	Mar-09	 Customer Service co-coordinators' meetings need consideration since attendance reducing. Meetings with various service departments are to be completed. Although invites sent to Councillors, most not visited.
Customer Service Performance	Supply performance information to senior HDC managers on a monthly basis	Nov-08	 Completed Oct-08, now ongoing
Charter Mark	Gain Charter Mark (now known as <a href="#">Customer Service Excellence</a> ) status for all of customer services	Dec-10	 Call Centre retained status Dec-08, all other Customer Service locations working towards CSE award by Dec-10.
Budget	Operate Customer Services effectively within budget	Apr-08	 Performance reviewed monthly since Apr-08, now ongoing; three new budgets inherited & first year as new team. A small overspend is expected but being reviewed to prevent in future years.
Customer Service locations	Increase prominence of St Ives & St Neots	Feb-09	 Consulted 6k customers on locations/services, but budget constraints mean will have to make most out of current locations. Planning to extend & promote services, improve locations, target campaigns & partner where beneficial. Aiming to increase & promote new additional services from Jun-09 in St Ives & Sep-09 in St Neots.
Website/ Kiosks	Develop the website/web based services so more customer friendly	Mar-09	 Customers surveyed on why the HDC web site wasn't used to find information.
Equality & Diversity	Consider the impact the customer service team have on equality issues	Dec-08	 Call Centre staff attended equality training. Information on translation published for face-to-face locations. Equality impact assessment completed & action plan in place.
Customer Service	Embed the concept & practice of customer insight into HDC by encouraging services to implement the customer service strategy	Mar-10	 Customer service standards leaflet about to be published. NI14 training completed & data gathered from all departments is being analysed at present for report to COMT April 2009. Customer service protocols document being worked on at present.

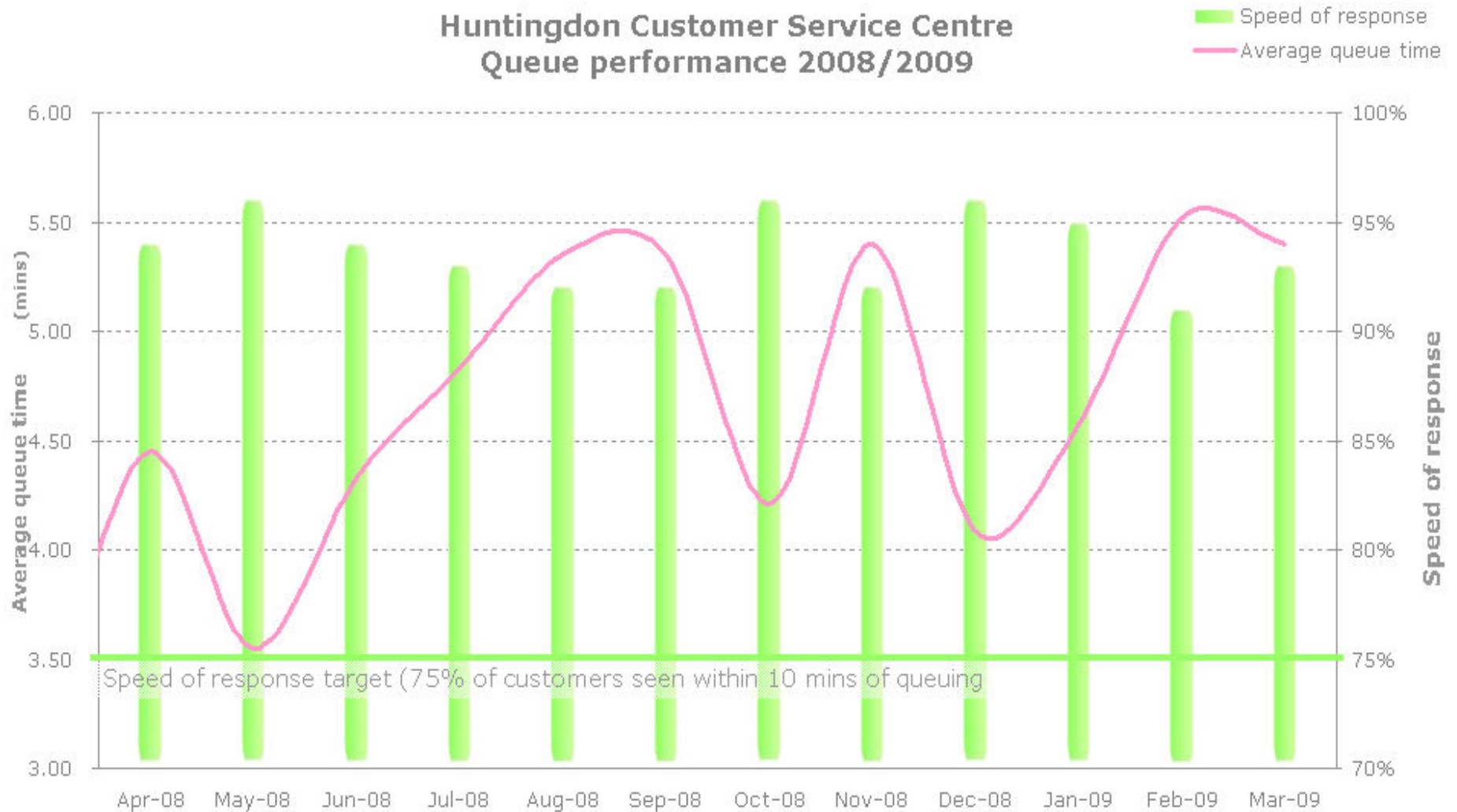
# Appendix B

## Customer Service Centres - service enquiries

Service	Jan-09	Feb-09	Mar-09	Grand Total
Benefits	1,615	1,575	2,088	5,278
Payments	2,543	853	680	4,076
Housing	1,404	1,036	1,263	3,703
Concessionary travel	451	411	521	1,383
PCs - public access with support	488	456	392	1,336
Miscellaneous	454	379	485	1,318
Tourism advice	357	390	412	1,159
Council tax	261	265	348	874
Planning	224	260	219	703
Dog bags	173	246	281	700
Transport advice	186	164	167	517
PCs - public access	113	149	188	450
Meeting	141	138	166	445
Tourism brochure	126	129	179	434
Post	118	73	93	284
Jobs or training advice	76	90	116	282
Tourism attraction enquiry	65	61	138	264
Enquiry for CCC	41	50	45	136
Form completion	39	38	38	115
Adult training (Partner session)	39	32	38	109
Choced based letting	29	30	40	99
Streetscene enquiry	41	24	34	99
Environmental health	29	21	45	95
Tourist accommodation	30	25	39	94
Citizens' Advice Bureau (Partner session)	25	23	37	85
Enquiry for Luminus	28	20	19	67
Luminus (Partner session)	8	33	19	60
Older people's advice	21	16	16	53
Parking/abandoned cars	12	18	15	45
Debt advice	12	15	17	44
Electoral register	14	7	21	42
Deliveries to site	28	9	4	41
MIND mental health (Partner session)	16	10	13	39
Job Centre (Partner session)	13	12	13	38
Children and young people	8	19	10	37
Non HDC enquiries	7	14	8	29
New to area advice	11	12	4	27
Adult training	1	12	12	25
Service at local site	0	0	23	23
HDC job vacancies	2	11	5	18
Bulk waste	4	4	10	18
Security advice	5	6	5	16
Youth/student support (Partner session)	5	3	5	13
Enquiry for Town Council	2	2	9	13
Building control	3	6	4	13
Community Health Improvement	0	5	5	10
Energy saving grants	4	3	3	10
Volunteering advice	4	5	1	10
Digital community archives (Partner session)	3	5	2	10
District Councillor's visit/surgery	3	5	2	10
Drug dependency support (Partner session)	5	1	1	7
Leisure services	0	2	4	6
Land charges	5	0	0	5
Residents Association	4	0	0	4
Legal & estates	1	1	1	3
Neighbourhood Watch (Partner session)	0	1	1	2
Market enquiry	1	0	1	2
Payments & other enquiries	0	0	0	0
Unspecified events	0	0	0	0
Loensing	0	0	0	0
English language support (Partner session)	0	0	0	0
Streetscene advice	0	0	0	0
Parish Council surgery (Partner session)	0	0	0	0
Housing support (Partner session)	0	0	0	0
<b>Total</b>	<b>9,298</b>	<b>7,175</b>	<b>8,305</b>	<b>24,778</b>

# Appendix C

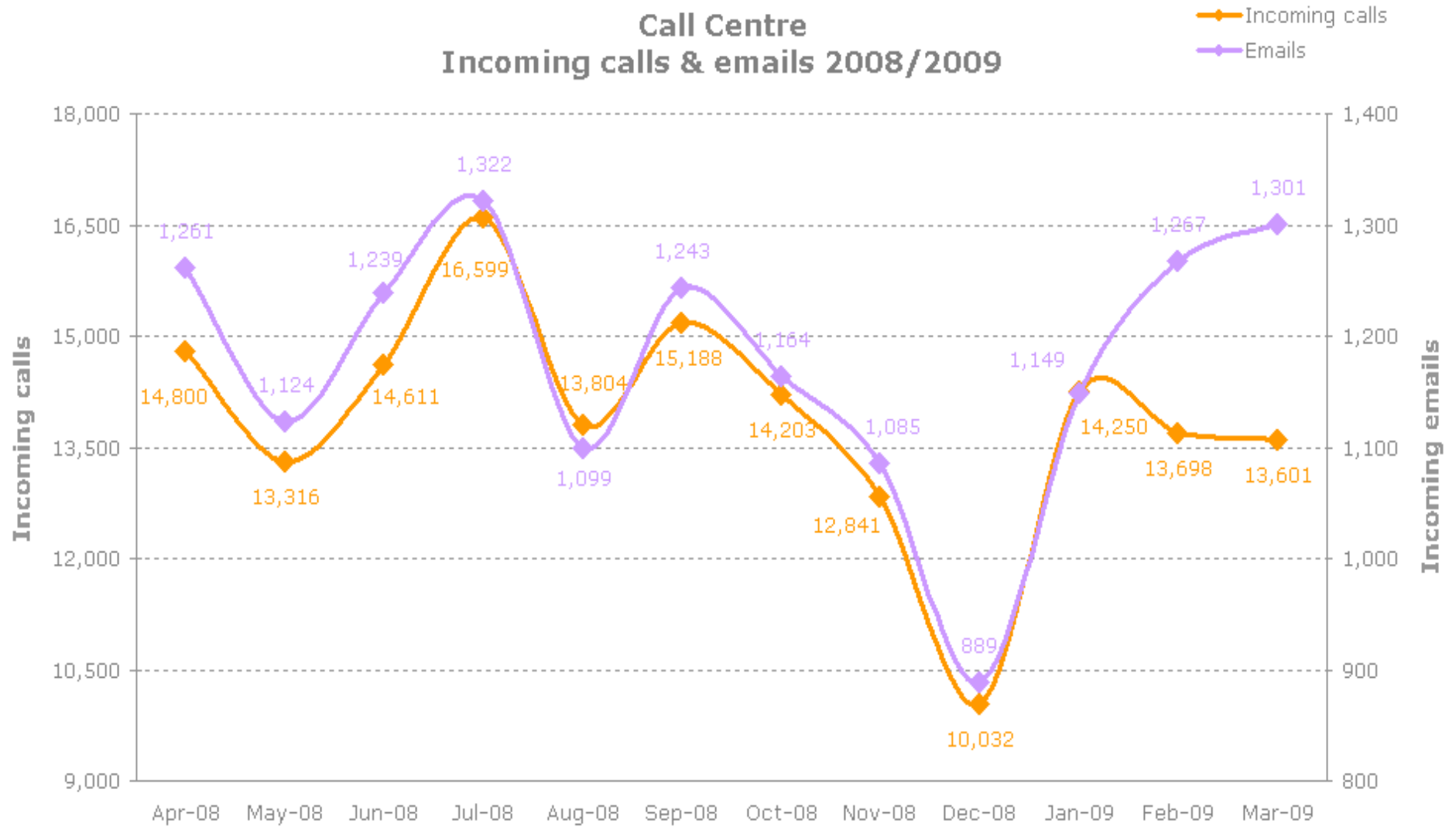
### Huntingdon Customer Service Centre Queue performance 2008/2009





# Appendix D

**Call Centre  
Incoming calls & emails 2008/2009**



## Appendix E

### Complaints received at Call Centre

	Jan	Feb	Mar	Grand Total
Missed refuse collection	29	23	28	80
Formal complaint	3	3	4	10
Return bins	2	2	4	8
Crew behaviour	0	2	2	4
Take feedback from customer	0	3	0	3
Request Operations misc. work	0	1	1	2
Request street cleansing	1	0	0	1
Total	35	34	39	108

# Appendix F

## Call Centre service requests

	Jan	Feb	Mar	Grand Total
Make payment	2,290	1,150	1,144	4,584
Request refuse bin or bags	409	399	414	1,222
Missed refuse collection	369	402	301	1,072
Request street cleansing	138	112	159	409
Request bulky waste collection	89	84	127	300
Request Operations misc. work	102	83	78	263
House move	74	64	89	227
Make pest control appointment	71	61	75	207
Send electoral registration forms	37	32	47	116
Request tourism brochure/s	22	28	31	81
Return bins	21	25	22	68
Report grounds or trees problem	19	21	25	65
Take feedback from customer	18	21	23	62
Request assisted collection	22	17	14	53
Request asbestos bags	14	8	20	42
Crew behaviour	14	11	15	40
Request planning form/s	9	12	19	40
Report asset problem	13	8	14	35
Report street naming or numbering problem	3	12	14	29
Request removal of refuse bin	12	6	8	26
Missed trade waste collection	6	6	9	21
Provide refuse collection days information	9	4	7	20
Provide general bin information	1	6	8	15
Request clinical waste collection	5	3	5	13
Name change	6	2	5	13
Confirm why bin rejected	3	1	6	10
Bulky Collection information	1	2	4	7
View electoral register	1	0	4	5
Formal complaint	1	1	2	4
Request Building Control forms	1	0	0	1
Provide tourism information	1	0	0	1
Provide council tax information	0	0	1	1
Provide planning forms information	0	1	0	1
<b>Total</b>	<b>3,781</b>	<b>2,582</b>	<b>2,690</b>	<b>9,053</b>

# Appendix G

## Call Centre information requests

	Jan	Feb	Mar	Grand Total
Provide refuse collection days information	471	495	333	1,299
Other HDC Information	288	342	378	1,008
Provide number for Benefits	201	230	298	729
Provide email address to customer	193	246	231	670
Non HDC Information	195	167	192	554
Provide direct dial number	188	190	174	552
Sales Enquiry QQ	129	171	180	480
Provide CCC number	151	143	125	419
Provide number for Council Tax	129	130	134	393
Provide general bin information	107	131	85	323
Provide recycling centre information	101	77	100	278
Bulky Collection information	102	74	100	276
Provide household planning information	78	80	90	248
Provide number for Luminus	51	81	84	216
Provide domestic refuse information	82	49	72	203
Provide number for Highways	56	60	59	175
Provide tourism information	57	60	43	160
Provide pest control information	46	54	38	138
Provide number for Housing	53	35	42	130
Provide planning history information	36	39	29	104
Provide number for ESTACA	47	31	24	102
Provide planning forms information	31	25	32	88
Provide council tax information	32	29	25	86
Provide electoral registration information	16	20	48	84
Provide asbestos disposal information	26	32	22	80
Provide car parking information	19	31	22	72
Provide pest appointment time	30	17	14	61
Provide car parking fine information	13	17	12	42
Missed refuse collection	6	26	8	40
View electoral register	4	11	22	37
Provide general payment options information	18	11	7	36
Provide planning fee information	8	7	12	27
Request bulky waste collection	8	8	6	22
Request tourism brochure/s	9	7	5	21
Provide planning application number	6	7	8	21
Request refuse bin or bags	7	5	8	20
Provide Antenna or Satellite Dish Information	7	8	5	20
Provide planning application cost information	4	6	5	15
House move	4	7	3	14
Request trade waste bin	4	8	1	13
Provide benefits information	10	2	0	12
Provide Home Energy advice	1	6	4	11
Send electoral registration forms	4	4	1	9
Make payment	2	5	0	7
Report grounds or trees problem	0	2	4	6
Request planning form/s	2	2	2	6
Request street cleansing	1	2	2	5
Make pest control appointment	4	0	1	5
Take feedback from customer	1	2	1	4
Request Decision Notice or Location Plan	3	0	1	4
Provide information on existing benefits claim	4	0	0	4
Formal complaint	0	0	3	3
Request Operations misc. work	1	2	0	3
Missed trade waste collection	0	3	0	3
Report street naming or numbering problem	1	2	0	3
Request clinical waste collection	0	1	2	3
Provide land charges information	1	1	1	3
Request asbestos bags	0	1	2	3
Crew behaviour	0	1	1	2
Request removal of refuse bin	0	2	0	2
Confirm why bin rejected	0	1	1	2
Provide housing information	1	0	1	2
Request assisted collection	0	1	0	1
Report asset problem	1	0	0	1
Request Building Control Forms	0	1	0	1
Provide democratic services information	0	0	1	1
<b>Total</b>	<b>3,050</b>	<b>3,208</b>	<b>3,104</b>	<b>9,362</b>