



## Customer Services half year report 2023 to 2024

Performance measure	Target and reporting timescale	Half year update
Monitor customer feedback and service performance and provide quarterly service reports to Service Leads and Management Team and monthly reports to East Cambs Street Scene (ECSS)	100%, annually	Q1 and Q2 reports issued to Service Leads and CMT. Monthly reports issued to ECSS. Reports include contact volumes, contact type, method of contact, performance against service targets and % of contact resolved at first point of contact.
Measure the Council's accessibility compliance monthly and achieve or exceed an excellent rating and 90% compliance with WCAG 2.2 accessibility standard	Monthly - 90%, annually	April - 94% May - 88% June - 88% July - 85% Aug - 95% Sept - 95%  Average % for year to date – 90.8%
Answer calls offered via the Council's telephone system for the main Council telephone number 01353 665555	Monthly - 90%, annually	April – 97.3% May – 96.4% June – 97.0% July – 98% Aug – 98.7% Sept figures unavailable due to problem with telephone line.  Average % for year to date – 97.5%
Answer calls offered by the telephone system for the main Council	Monthly - 90%, annually	April – (32 seconds) May – (29 seconds)

Performance measure	Target and reporting timescale	Half year update
<p>telephone number 01353 665555 within 30 seconds</p>		<p>June – (25 seconds)            July – (23 seconds)            Aug – (21 seconds)            Sept figures unavailable due to problem with telephone line</p> <p>Achieved 4 out of 5 months - 80% average for the year to date.</p>
<p>Respond to emails to the customerservices@eastcambs.gov.uk mailbox within 24 hours, the response will include a resolution or, if this is not possible at first point of contact, details of action taken to ensure the customer’s enquiry is resolved as soon as possible</p>	<p>Monthly – 90%, annually</p>	<p>100%of emails received between 1 April – 30 Sept 23 responded to within 24 hours</p> <p>April – 95%            May - 97%            June – 98%            July – 97%            August - 95%            September – 96%</p>
<p>Monitor avoidable contact and work in partnership with service representatives across the Council to identify ways to reduce failure demand across the authority</p>	<p>As required, annually</p>	<p>Partnership work with services to reduce failure demand include:</p> <ul style="list-style-type: none"> <li>- Improvements to the Planning Customer journey</li> <li>- May 2023 Election support</li> <li>- Waste - black bag roll out.</li> <li>- Climate change web pages review.</li> <li>- Licensing - multiple form updates and web page changes.</li> <li>- Legal – new online form for data subject access request.</li> <li>- Leisure – new suite of pages for health living and review of the sport pages.</li> <li>- Corporate – new on the ground with east cambs mapping. This shows where the Council has</li> </ul>


Performance measure	Target and reporting timescale	Half year update
		<p>invested the money it receives from a broad range of sources to benefit the Community.</p> <ul style="list-style-type: none"> <li>- Env Health – improvements to energy efficient pages.</li> </ul>
<p>Continue to provide a frontline service for ECSS and support the development of their service throughout 2023 to 2024</p>	<p>As required, annually</p>	<p>% of calls logged in the customer relationship management system resolved at first point of contact            Q1 – 46.4%            Q2 – 46.1%</p> <p>% of waste emails resolved at first point of contact            Q1 – 82%            Q2 – 83%</p> <p>Heavily involved in Bartech Project including</p> <ul style="list-style-type: none"> <li>- Setting up Bartech database and data cleansing</li> <li>- Assisting with Street Cleansing data cleansing.</li> <li>- Review of workflows and work processes</li> <li>- Integration with Customer Relationship Management System</li> </ul>
<p>Respond to Building Control and Planning copy requests within 5 working days</p>	<p>100%, annually</p>	<p>100% achieved to date.</p> <p>72.6% requests responded to within 24 hrs.            10% requests responded to within 2 days.            7.3% requests responded within 3 days.            7% requests responded within 4 days.            3.1% requests responded to within 5 days.</p>

Performance measure	Target and reporting timescale	Half year update
<p>Attend and make an effective contribution to monthly ARP Customer Service meetings and develop and action plan that supports and demonstrates commitment to the ARP Better Connected Journeys programme</p>	<p>100%, annually</p>	<p>Attended Strategic, Tactic AND Buddy Meetings Presented UX training options paper and indicative costs to strategic partners. Contributed to the following projects:</p> <ul style="list-style-type: none"> <li>- customer insight project</li> <li>- migration from Mitel telephone to Teams</li> <li>- new contact us form to replace email addresses</li> <li>- Housing Benefit Accuracy review</li> <li>- Handling of complaints</li> <li>- tools to increase self service</li> <li>- Digital Service improvements.</li> </ul>
<p>Achieve 99% website availability each month</p>	<p>Monthly - 99%, annually</p>	<p>April – 100% May - 100% June - 100% July – 100% Aug – 100% September- 100%</p> <p>Figures provided by independent web monitoring software</p>
<p>Achieve a monthly website bounce rate of between 26% and 40%</p>	<p>Monthly - 26% to 40%, annually</p>	<p>April – 27.13 May - 28.44 June - 27.11 July - 41.81%</p> <p>Forced migration to Google Analytics 4, the algorithms have changed and the bounce rates</p>

Performance measure	Target and reporting timescale	Half year update
		for August and September have reduced considerably to 9.53% and 3.2% respectively. We are not confident the data is correct and are currently investigating further.
<p><b>Promote and provide an assisted digital service for customers claiming Housing Benefit, Council Tax Support and Universal Credit and provide take up figures to the Director Legal and Anglia Revenues Partnership</b></p>	<p>100%, annually</p>	<p>Complete Half yearly report sent to Director Legal and Anglia Revenues Partnership 19/10/23. 116 assisted forms completed to date.</p>
<p><b>Ensure all members of the Customer Service team receive adequate training to fulfil their role</b></p>	<p>100%, annually</p>	<p>Training completed Apr – Sept 23</p> <ul style="list-style-type: none"> <li>- Risk Assessment</li> <li>- Crystal reports</li> <li>- Prevent training.</li> <li>- Safeguarding training</li> <li>- Fire warden training</li> <li>- Discretionary Housing Payment form training</li> <li>- Domestic Abuse Housing Alliance Training</li> <li>- Bartech Training</li> <li>- Procurement training</li> <li>- Display Screen Assessor Training</li> <li>- Accessibility Training</li> </ul> <p>2 new members of staff undergoing full Customer Service induction training.</p>
<p><b>Team meetings</b></p>	<p>Minimum 4 a year, annually</p>	<p>Team Meetings held monthly and well attended.</p>

Performance measure	Target and reporting timescale	Half year update
<b>One to one meetings</b>	Minimum 4 a year, annually	On track – Customer Service Advisors have had two formal one to one meetings, The Digital Service Team and the Customer Services Team Leader meet with Customer Services Manager weekly.
<b>Appraisals completed annually and within timeframe set by HR</b>	100%, annually	Not applicable
<b>Regularly review corporate risks including:</b> <ul style="list-style-type: none"> <li>• <b>disaster recovery to provide continuous front facing services to the public in the event of a minor or major system outage.</b></li> <li>• <b>GDPR (General Data Protection Regulation) compliance to protect personal data, council reputation and provide confidence in online services.</b></li> <li>• <b>information security to protect personal data, prevent financial penalties, protect council reputation, and provide confidence in online services.</b></li> <li>• <b>health and safety of members of the public visiting the Council offices</b></li> </ul>		<p><b>Disaster recovery</b></p> <p>Remote working rota ensures we can continue to provide front line service away from The Grange if necessary.</p> <p>Mobile phone contingency plan was tested during recent phone issues, this highlighted problems with the signal within the Customer Services back office, this was improved by providing access to east cambs wi-fi.</p> <p><b>GDPR &amp; Information Security</b></p> <p>No data or Security breaches reported.</p> <p><b>Health &amp; Safety</b></p> <p>Risk Assessment reviewed at monthly team meetings,</p>
<b>Reduce Customer Services annual paper usage by 10%</b>	100%, annually	On track – 28.20% reduction in number of paper usage Apr to Sept 23 compared to Apr – Sept

---

Performance measure	Target and reporting timescale	Half year update
		22

---