

# Supplementary Item –

## Further information on Call Waiting Times

Period 1 2019-20

(October – December 2019)

## Appendix 2

### Call Waiting Times

The service level agreement for answering calls within the Gateway Customer Contact Centre is 90 seconds.

For Quarter 1 of 2019:

- ▶ 20% of calls answered within this SLA
- ▶ Average call waiting time was 9 mins 43 seconds
- ▶ Average call was abandoned after 2 mins 5 seconds

For Quarter 2 of 2019:

- ▶ 49% of calls answered within this SLA
- ▶ Average call waiting time was 3 mins 28 seconds
- ▶ Average call was abandoned after 1 min 49 seconds.

For Quarter 3 of 2019 (Period 1 of the new reporting regime)

- ▶ 77.6% of calls answered within this SLA.
- ▶ Average call waiting times was 1 min 13 seconds.
- ▶ Average call was abandoned after 2 mins 37 seconds.

Performance has improved due to the implementation of a number of service improvements. These include:

- ▶ Fundamental service review resulting in an increase of 3 FTE members of staff.
- ▶ Following the resolution of a long term sickness issue the production of a comprehensive staff training plan and delivery programme.
- ▶ Business process mapping resulting in a number of key changes to service operations including;
  - Increasing the number of staff covering the early opening period.
  - Introduction of 3 lunch hours covering 11.30am to 12.30pm, 12.30pm to 1.30pm and 1.30pm to 2.30pm, therefore, increasing staff available to answer calls.
  - Employing seasonal staff to cover temporarily, whilst undergoing recruitment process and allowing the more skilled staff to serve the residents.
  - Amending the Automated message to include an option to make payments via the automated payment line, rather than requiring residents to wait for an operator.

The introduction of the new telephony system, as part of the Digital to Improve Programme, will also alleviate this SLA, as the upgrade will offer additional functionality and increase capacity within the call centre. Part of the additional functionality includes a call back feature, social media blending and email integration, which will increase available communication channels for residents.

The Digital to Improve Programme also identifies the council website and self-service access as one of the most significant initiatives within the programme. A project has been established in partnership with Chorley Council to introduce a refreshed website and self-service experience. This will not only provide residents with further opportunities to transact online but should also introduce a trend of channel shift towards digital methods of interaction.

Deployment of resources is also informed by anticipated busy periods throughout the year, such as Annual Billing, Elections, Green Waste Subscriptions and Major Consultations.

### Pre – Recorded Messages

All pre-recorded messages on the telephone system have been reviewed. As well as the length and content of the message, the review looked at ways in which we can incorporate promotion of the online service.

It is expected that by keeping the message short and relevant, calls will be routed more quickly to available Officers and the customer experience will be improved as a result.

By encouraging customers to use the digital offering, it will further enhance the customer experience both for those that take up the offer and those that don't (their waiting time should be reduced).

The messages have been reviewed and streamlined, as below and ICT will be re-recording these messages, which includes increasing the volume, within the next 4 weeks.

**Monday, Tuesday, Thursday, Friday**

*Hello and welcome to South Ribble Council. Many of our services can be accessed quickly and easily on our website.*

*Please select:*

- 1. Council tax*
  - 2. Benefits*
  - 3. Homelessness/Housing*
  - 4. Licensing*
  - 5. Green Waste*
  - 6. Payments – Please have your reference number to hand*
- For anything else please hold*

*Please note that all calls may be recorded for training and monitoring purposes. Our privacy policy is available on our website.*

**Wednesday**

*Hello and welcome to South Ribble Council. Many of our services can be accessed quickly and easily on our website. Unfortunately, the offices are currently closed. Our opening hours are Monday, Tuesday and Thursday 8.30am until 5.15pm. Wednesday 10am until 5.15pm and Friday 8.30am until 4.45pm.*

**Out of Office**

*Hello and welcome to South Ribble Council. Many of our services can be accessed quickly and easily on our website.*

*Unfortunately, the offices are currently closed. For homeless emergencies, please call 01772 436756.*

*To report an emergency that is the responsibility of the Council, please call 07661 001199.*

*Pest control and noise nuisances are classed as non-emergency and should be reported during normal office hours. Our opening hours are Monday, Tuesday and Thursday 8.30am until 5.15pm. Wednesday 10am until 5.15pm and Friday 8.30am until 4.45pm.*