

## **Appendix 3 – Performance summary: Contact Centre and Digital Access (Latest available data)**

### 1. Main Issues

The information contained in this Appendix relates to two service areas which became part of the Directorate of Resources on 1<sup>st</sup> April 2021: the Contact Centre and Digital Access.

This information relating to 2020/21 has already been reported to the Environment, Housing and Environment Scrutiny Board and it is provided here for Member's information only.

Members will note that the information in Appendix 1 relates directly to the Best Council Plan Key Performance Indicators that fall within the portfolio of this Board, however, Appendix 3 provides service level information that would not normally be included in this report.

Members will be asked to confirm whether they wish to receive information at this level in future.

### 2. Contact Centre

Strategy and Resources Scrutiny Board is due to consider the work of the Contact Centre in more detail in September 2021. This will provide an opportunity for Members to consider what performance information on the Contact Centre that they would like to receive in the future.

During the first lockdown all contact centre staff were asked to work from home and within 2 days of the restrictions being in place 98% of staff were all operational.

Staff from the Community Hubs and Libraries were provided to support the work of the Contact Centre, however as the Hubs began to open from July, the amount of support available decreased.

Emails - the Contact Centre received 149,971 emails in 2020/2021 which is an increase of 46,454 (103,517) from the year before. This increase is largely due to the impact of Covid-19. Support was provided by staff in face to face who were unable to work from one of the Community Hubs due to school closures and lack of child care, or due them shielding or isolating.

Telephone Performance - In 2020/21 the Contact Centre answered 91% of calls with an average wait time of 4 minutes 42 seconds. This compares to 88% of calls answered with an average wait time of 3 minutes 27 seconds for 2019/2020. There was a decrease in calls offered (1675) from 920,953 calls in 2020/2021 compared to 922628 calls on 2019/2020.

During the first lockdown service provision changed, which resulted in reduced contact on certain lines, and increases on others

- Reduced contact for Refuse
- Large collection line closed.
- CBL line closed until 24/06/2020 as letting paused.
- Reduced contact for Housing Repairs during April and May as only emergency repairs were completed, however volumes from June onwards have increased as the service returned to BAU and catches up with any non-urgent repairs.

### **Appendix 3 – Performance summary: Contact Centre and Digital Access (Latest available data)**

- Increased contact on the ASBU line which saw a 65% increase in calls offered between April – September 2020 due to the stay at home order.
- LWSS Covid Crisis line live 09/04/2020 and included weekend working until 07/06/2020. Staff from across contact centre were utilised taking calls with the core LWSS team processing referrals. LWSS assessing time is still higher than pre-Covid, due to changes in the process and, although demand for support increased initially, the volume of calls received is now decreasing and is closer to pre-Covid volumes.

We also introduced two new phone lines in direct response to the pandemic, CEV Eligibility and Local Track and Trace.

Staff from face to face have been utilised to help provide support to Golden Number, Local Welfare Support Scheme, Council Tax and Benefits calls if they were not required at site to help manage the additional demand.

#### **3. Digital - Web/Online Development**

There were 15,492,699 unique web page views in the financial year 2020/21. This was a big increase of 37% compared to 2019/20 which had 11,414,157 views in comparison. The main contributor to this increase has been the pandemic which has seen many more customers coming onto our website to find support (businesses for much needed grants, key messages to the clinically extremely vulnerable etc.) and seek information on services affected. There has been 1,475,037 unique views for our dedicated coronavirus section on the website for the public and 85,583 unique views for our staff section.

As you would expect, this increase in web traffic has resulted in more customers self-serving. There were over 1.5 million more instances of self-service in 2020/21 compared to the previous financial year (citizens checking their bin day, submitting an eform, making an online payment, logging in to check rent balance, booking a slot at a recycling site etc.)

Our social media team dealt with 29,809 direct messages in 2020/21, almost doubling the previous year where 15,781 direct messages were received. On average, these enquiries took 7 minutes 30 seconds to respond to.

Outgoing Facebook posts reached over 10 million users, many of which highlighted key coronavirus related information. We now have 42,195 followers on Facebook and 26,544 on Twitter and are on average uploading 60 videos a month to YouTube (primarily internal and covering staff training), there were 245,000 total video views on our YouTube channel in this time.