

<p style="text-align: center;">Customer Services Assistant Director Sara Wilcock</p> <p style="text-align: center;">The Customer Services teams work to provide all our customers with flexible and efficient access to services, ensure our most vulnerable customers receive additional support to meet their needs, and drive business improvement across the organisation through tracking performance, utilising insight and intelligence and raising project management standards.</p>				
	April - June 2018	July - September 2018	October - December 2018	January - March 2019
Main Achievements	<ul style="list-style-type: none"> ◆ Average telephone wait times this quarter 1 min 42s compared to 3 mins for the same period last year. ◆ In April we answered on average 83% of calls, increasing to 86% in May and June. ◆ Continuing with our programme of staff development. The Customer Service team have trained First Aiders, Fire Wardens and a Health and Safety representative on the Health and Safety board. 	<ul style="list-style-type: none"> ◆ Babergh's first Pop-Up Customer Access Point was launched in Shotley in August, officers have joined Suffolk Libraries in attending Shotley Village Hall on Monday afternoons offering a face to face service, this is a pilot scheme until the end of September. ◆ Average telephone wait times this quarter 1 min 7s compared to 2 mins 22 secs for the same period last year. ◆ In July we answered on average 90.91% of calls, increasing to 92.77% in September. 	<ul style="list-style-type: none"> ◆ Average telephone wait times this quarter 1 min 4s compared to 1 min 50 secs for the same period last year. ◆ %Abandoned Calls in Oct 2017 was 16.5%. This year was 6.93%. ◆ Hadleigh Customer Access Point opened in Hadleigh Library in October 2018. Staff are on hand every Thursday afternoon. There is also a permanent self service point providing anyone access to online services available every day during library opening hours. ◆ Following the successful pilot the Shotley Customer Access Point pop-up will remain. 	<ul style="list-style-type: none"> ◆ The main activity other than New Year Billing affecting our figures has been the continuation of cross skill training. ◆ We are now receiving figures from SRP to show how many Citizen Access moves we have processed – January's total was 2363 and of these, only 2 errors were recorded. These do take us longer to process at the front end but have sped the processing times up for the customers. ◆ Housing Procedure Review project started to identify and resolve inconsistencies/inefficiencies in how we deal with Housing customers.

<p>Main Achievements (continued)</p>	<ul style="list-style-type: none"> ♦ Piloting a customer satisfaction survey for our in person customers. Initial results are promising with (of those completing the survey), 94% of customers seen within 5 minutes or less, and 100% customers rating us either good, very good or excellent in respect of our staff and their helpfulness, information and advice provided, and taking time to listen and understand their query. ♦ Further development of the performance reporting has now enabled collection and reporting of performance information to Cabinet on a quarterly basis, this is the first of such reports. 	<ul style="list-style-type: none"> ♦ Continuing with our programme of staff development, with training provided on the new Citizens Access system. 'Citizen Access' is a digital tool for council tax, allowing customers to view account details, submit changes of address, apply for or cancel a single person discount, set up a direct debit or sign up for e-billing. 		<ul style="list-style-type: none"> ♦ The Royal Mail's Happiness Index which is composed of eight measures including reported personal wellbeing, life expectancy, earning and access to services, was commissioned in early 2019 showed Babergh as the 2nd happiest place to live in the UK. A full year of performance information (including achievements) has been presented to Cabinet and SLT. Complaints training has been provided to complaint responders across the organisation by the LGO with approximately 40 people in attendance. Equalities workshops have been arranged for Managers with a range of excellent community speakers.
<p>Impact on communities / the way we work</p>	<ul style="list-style-type: none"> ♦ Increased calls answered leading to less abandoned phone calls by customers ♦ Cross skilling our team enabling them to answer different types of call enquiries leading to improved resilience. ♦ Learning from the pilot will help us develop a telephony satisfaction survey also. 	<ul style="list-style-type: none"> ♦ Increased calls answered leading to less abandoned phone calls by customers ♦ Cross skilling our team enabling them to answer different types of call enquiries leading to improved resilience. ♦ Learning from the Shotley pilot will help us develop a framework for any future similar schemes. 	<ul style="list-style-type: none"> ♦ Increased calls answered leading to less abandoned phone calls by customers. ♦ Analysis to be completed on the first period Hadleigh been open. ♦ Set up as a pilot scheme in partnership with Suffolk Libraries, the Shotley initiative has proven invaluable for residents living in more remotes parts of the district. 	<ul style="list-style-type: none"> ♦ Cross skilling allowing us to manage resources better to allow us to answer calls more evenly across teams. Improved processes for Housing queries reducing the need to contact customers more than once for information. The performance information has enabled us to take actions where necessary but also to celebrate our achievements. The complaints training will improve our customer service and the equalities training will ensure that our duties under the Equalities Act are met.
<p>Key for trend graph:</p> <ul style="list-style-type: none"> ● 2015/16 ● 2016/17 ● 2017/18 ● 2018/19 ___ target 		<p>Key:</p> <ul style="list-style-type: none"> n/a not applicable n/av not available highlighted measure, further detail in main report 		

Customer Services Corporate Manager Samantha Lake						
Performance measure	Period	Data	Target	Council	Trend	Comments
CS01 Average number of daily visitors to joint website Cabinet Member: Derek Davis Data Owner: John Broadwater	2017/18		n/av	Both		A further increase of 4% on last quarter has been achieved.
	Qtr.1	2310				
	Qtr. 2	2397				
	Qtr.3	2432				
	Qtr.4	3147				
	2018/19		Increase - No target set as establishing benchmark			
	Qtr.1	2762				
	Qtr. 2	3027				
Qtr.3	3475					
Qtr.4	3613					
Performance measure	Period	Data	Target	Council	Trend	Comments
CS02 No. of daily transactions completed via website Cabinet Member: Derek Davis Data Owner: John Broadwater	2018/19		Increase - No target set as establishing benchmark	Both		This includes all online forms completed directly from the Council's website. The advice pages for Universal Credit(UC) carry a 'make a claim for Council Tax Reduction' link which links back to the benefit pages, signposting this directly negates the need to search via the Council's website.
	Qtr.1	250				
	Qtr. 2	245				
	Qtr.3	218				
	Qtr.4	204				
Performance measure	Period	Data	Target	Council	Trend	Comments
CS03 No. of payments collected digitally (automated telephony, web payment) Cabinet Member: Derek Davis Data Owner: Marie Fletcher	2018/19		Increase - No target set as establishing benchmark	Both		This measure currently includes all the Direct Debits collected in respect of Council Tax, Business Rates, Housing Benefit Overpayment Repayment, Rents & Sundry Charges across both BDC & MSDC. The count also includes all Debit and Credit Card payments made via Web Pages, the Automated Telephone Payment line (ATP) and through End Call via Customer Services colleagues for all service areas (that is those listed already plus for example Building Control, Planning, Waste Services etc.) Reduction in Qtr 4 expected due to 10 month instalment plans available to Local Taxation customers.
	Qtr.1	243,833				
	Qtr. 2	244,864				
	Qtr.3	242,478				
	Qtr.4	208,022				

Performance measure	Period	Data	Target	Council	Trend	Comments	
CS04 No. of face to face visitors to customer access point (Sudbury) Cabinet Member: Derek Davis Data Owner: Helen Austin	2018/19		Decrease No target set as establishing benchmark	BDC		Recording system is manual so some customers may not be captured.	
	Qtr.1	1219					
	Qtr.2	1135					
	Qtr.3	1170					
	Qtr.4	1357					
Performance measure	Period	Data	Target	Council	Trend	Comments	
CS05 No. of calls answered Cabinet Member: Derek Davis Data Owner: Helen Austin	2018/19		No target to be set as establishing benchmark	Both		Q4 encompasses New Year Billing period (new Council Tax bills, Housing Benefit adjustments, rent letters).	
	Qtr.1	35014					
	Qtr.2	37231					
	Qtr.3	33947					
	Qtr.4	34685					
Performance measure	Period	Data	Target	Council	Trend	Comments	
CS06 Average time taken to answer calls (mins) PLEASE NOTE GRAPH CONVERTED TIME TO DECIMAL Cabinet Member: Derek Davis Data Owner: Helen Austin	2017/18		1.00	Both		Q2's lowest average was September at 58 seconds. Q3's lowest was 52 seconds in October. Q4's lowest was 1 min 27 secs in March.	
	Qtr.1	2.49					
	Qtr.2	2.08					
	Qtr.3	2.19					
	Qtr.4	1.38					
	2018/19		1.45				
	Qtr.1	1.42					
	Qtr.2	1.07					
	Qtr.3	1.04					
Qtr.4	2.07						
Performance measure	Period	Data	Target	Council	Trend	Comments	
CS07 % of overall calls abandoned Cabinet Member: Derek Davis Data Owner: Helen Austin	2017/18		n/av	Both		Q3 - This average includes October figure of 6.93% which was a reduction on the best month of Q2 which was September 7.23%. Abandoned rate peaked in January at 20.4% and reduced to 11.82% in March.	
	Qtr.1	22.33%					
	Qtr.2	15.33%					
	Qtr.3	15.81%					
	Qtr.4	10.96%					
	2018/19		10%				
	Qtr.1	14.31%					
	Qtr.2	8.85%					
	Qtr.3	8.16%					
Qtr.4	15.51%						
Performance measure	Period	Data	Target	Council	Trend	Comments	
CS08 Customer Satisfaction rate, of those measured achieve good, very good or excellent Cabinet Member: Derek Davis Data Owner: Helen Austin	2018/19		85%	BDC		Further work is being undertaken to improve and enhance the current system to provide more detailed information of both the services requested and the service provided.	
	Qtr.1	100%					
	Qtr.2	100%					
	Qtr.3	100%					
	Qtr.4	100%					

Performance measure	Period	Data	Target	Council	Trend	Comments
CS09 No. of complaints to Ombudsman where Council is at fault Cabinet Member: Derek Davis Data Owner: Helen Austin	2018/19		n/a			1 result pending
	Qtr.1	0				
	Qtr. 2	0				
	Qtr.3	0		BDC		
	Qtr.4	0				