

Customer Services Service Standards 24/25

No.	Service area	Activity	Current service standard	Future service standard	Notes/interdependencies with other teams
1	Customer Contact Centre 200k Saving requirement	Telephone contact answering performance	<p>Call answering performance varies across the 16 Corporate Contact Centre telephone lines, typically influenced by fluctuating customer demand and the staffing resources dedicated to each specific line.</p> <p>Current call answering performance is typically between 70-80% (having fallen from approximately 90% and above during 2022/23 when additional funding was available).</p> <p>Call answering performance tends to be more resilient on lines that are dedicated to one service, rather than those answering calls on behalf of multiple services with lower call volumes.</p>	<p>A funding reduction of £200k for 2024/25 will result in the loss of approx. 4 FTE (from a total of 77FTE).</p> <p>Efforts are being made to mitigate impact by reviewing staffing resources allocated to each line (using recently acquired workforce management software) to ensure they are optimally deployed.</p> <p>The introduction of new online solutions for customers will begin to have a positive impact on customer call demand in 2024/25 (initially for some Environment calls), but it is too early to accurately predict its impact on overall call answering performance.</p> <p>The loss of 4fte will more immediately be focused on the lines that currently reach the highest performance levels to minimise impact on those that don't, and on the areas where digital services will likely have the earliest impact. Consequently the likely impact will be on Council Tax and Environment lines.</p>	<p>Call demand is influenced by the availability or otherwise of digital alternatives, and the circumstances or issues that emerge within services that create customer demand for one reason or another. These may be beyond the control of customer services.</p> <p>The redesign of customer journeys as part of transformation will impact the contact centre, hopefully positively in terms of greater digital fulfilment, or the removal of complexity and waste. The service redesign process will also result in more staff involved in customer contact across the council being transferred into the Customer Contact Centre, which will further change the context in which the service operates and from where achieving savings will be possible.</p>