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Dear Member

COMMUNITIES CABINET COMMITTEE - WEDNESDAY, 19 SEPTEMBER 2012

Additional Information on the Contact Centre and Trading Standards circulated at the meeting

Agenda No	Item
C1	<u>Customer & Communities Performance Dashboard (Pages 1 - 4)</u>

Yours sincerely

Peter Sass
Head of Democratic Services

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Key objectives, to improve the performance of Contact Point.

- Introduce key performance indicators on call quality and customer satisfaction and review these together with service level and answer rate.
- Support staff that have excellent customer service skills, as currently working with 28 separate software systems. Implement CRM (Customer Relationship Management) system to reduce time on calls, simplify training process and assist with back office administration.
- Use technology such as IVR (Interactive Voice Recognition) to manage calls more effectively and improve the customer experience.
- Increase channel shift, improve web content, liaison with internal customers. Redesign business processes with the individual services
- Reduce the number of calls received. Target 15% in the next 12 months.
- Reduce the time on calls and after call work, whilst retaining and building on the levels of customer satisfaction.
- Finalise re-organisation of Contact Point staffing structure

Performance figures for the last three months

	Target	Jun-12	Jul-12	Aug-12
1	80% in 20 Secs	59%	50%	64%
	95% Answer Rate	93%	90%	93%
2	70% in 30 Secs	49%	30%	50%
	90% Answer Rate	81%	73%	82%
3	60% in 40 Secs	67%	53%	77%
	85% Answer Rate	77%	67%	87%

The performance in August on service levels and answer rates was better than in June and July. Targets achieved on service level 3.

GovMetric Feedback August 2012

The first month when the system was in place:

- Volume – 1236 comments left
- 87% of consumers thought that the service provided by the Contact Centre was good.
- 8% average
- 5% poor of these....
 - 2.7% of callers thought that the service was poor, due to the decision/policy.
 - 1.3% of callers thought that the service was poor, due to the time taken to answer the calls.
- **95% Satisfaction rate via telephone channel**

Top 14 service calls to Contact Point June to August 2012

Position	Service	June	July	August
1	Kent Highways	12335	14095	12627
2	Social services 247/100	6866	9374	8706
3	Libraries	8572	8562	7671
4	247 services	14850	19079	6896
5	Registrations	6179	7209	6800
6	Education	7273	9264	6338
7	Blue Badges	5471	6817	6108
8	Kent Freedom Pass	No data	No data	4743
9	Adult Education	3467	3370	3718
10	St Peters House	3014	4039	3071
11	SS Out of Hours	3289	2886	3012
12	Concessionary Fares	1755	2092	1948
13	Social Services	1668	1778	1389
14	Kent Report Line	1118	1351	1216
	Total calls to Contact Point	85454	100006	84348

- Kent Highways calls reduced 6.9% from 2011.
- Greatest increase in calls, Social Services 247100 up 31.1% from 2011.
- IVR (Interactive Voice Recognition) trial started in the last week of July 2012. This is now directing 62% of calls to 247 services to the right service and the right skilled Advisor.
- Until IVR trial, Kent Freedom Pass calls could not be separated and part of the 247 services number.
- Highest number of calls received in priority 2 category Education.
- Highest number of calls received in priority 3 category Libraries.
- **Call volumes in August 2012, down 5.9% from 2011.**

Trading Standards Performance indicator context

The Trading Standards Service is primarily focussed on two areas:-

1. Protecting the public from harm:

- Christmas toy focus – 9500 dangerous toys prevented from entering the market
- 953 unsafe bottles of counterfeit vodka seized
- 9 unsafe food products withdrawn from sale nationally so far this year
- 34 instances of illegally imported animals investigated

2. Supporting and protecting legitimate Kent businesses:

- Advice and guidance provided 708 times
- Interests of Kent businesses defended against erroneous action by regulators in the UK and Europe
- 105 farm animal disease prevention checks carried out. 28 businesses guided back to compliance

Rogue Trader work

- Investigation into rogue builders took 6½ weeks. 2 convictions both received suspended prison sentences and repaid victim
- Investigation and conviction of “driveway washing fraudsters” took nearly 8 weeks of officer time. Conviction resulted in 1 offender being fined and 1 being imprisoned
- Investigation of rogue builder targeting vulnerable home owners took 16 weeks of officer time. Case yet to come to court
- Investigation into home security fraud has taken 18 weeks of officer time. Case yet to come to court
- Investigation into criminal conspiracy involving 6 defendants (product counterfeiting) has so far taken 28 weeks of officer time. Case yet to come to court
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- Support to vulnerable scam mail victim has so far taken 3½ weeks of officer time. Identification of criminals unlikely but victim will not now be made homeless
- 109 vulnerable consumers supported so far this year

