

Explanatory Note .. Customer Service Standards Performance Summary

This report is designed to provide Members with a summary of customer service handling information for services delivered by Customer Service Division, corporate sampling exercises and benchmarking surveys. It will be submitted alongside the Best Value Performance Indicators reporting every six months.

A) National Customer Service Standards.

These relate to the National E Service Delivery Standards for Customer Service and the services handled by Customer Services Division.

- An average of 80% of customer interactions are resolved at first point of contact across all channels.
- 80% of calls answered within 20 seconds.
- Face to Face – Customers wait on average less than 10 minutes.

Email relates to the handling of contact the council enquiries which are managed by Customer Services Division. Where these are wholly dealt with within the Division they are regarded as being 'one and done', i.e. no back office involvement.

We are currently not able to monitor 'one and done' using the systems available in One Stop and rely on customer perception (see section C). It is hoped that future systems investment will allow actual resolution to be measured also.

The corporate response time and greeting monitoring exercise is undertaken quarterly. A total of 600 calls are made across all areas. Response time and the way the customer (in this instance customer service division) is professionally greeted are assessed. Calls reaching voicemail are also assessed for the quality of the message and importantly whether the call is then returned.

Written Correspondence sent by post is sample monitored six monthly to check for its compliance with corporate identity, the quality and clarity of its content and the overall impression given to the customer. Departments undertake a wider local sampling exercise on a similar basis in the other quarters. Appropriate consideration is given as to whether the correspondence aligns with the channel management approach.

B) Customer Service Division Satisfaction Surveys

These are currently undertaken with service users by staff in that environment. Approval has been granted for the purchase of the Govmetric system which will enable us to monitor customer satisfaction volumes across all channels and we will then use staff time for qualitative information gathering to inform improvements. Surveys will be revamped once Govmetric is implemented early in 08/09 year.

C) Customer Service for London Benchmarking Surveys

These are carried out four times a year. One on face to face satisfaction with contacts made, one on the web channel access and two on areas of call centre delivery. Local Authorities across London can choose whether to participate. The participants vary per survey and it must be remembered that many others do not deliver the breadth or depth of services, nor the volume of activity offered by Customer Service Division of Croydon Council.