



## Customer Services half year report 2024 to 2025

Performance measure	Target and reporting timescale	Half year update
<p>Monitor customer feedback and service performance and provide quarterly service reports to Service Leads and Management Team and monthly reports to East Cambs Street Scene (ECSS)</p>	<p>100%, annually</p>	<p><b>Target On Track</b></p> <p>Quarterly 1 and 2 service reports issued to Service Leads and CMT. Monthly reports Apr 24 – Oct 24 provided to ECSS. Reports include contact volumes, contact type, method of contact, performance against service targets and % of contact resolved at first point of contact.</p> <p>200 Customer satisfaction surveys completed 1 April – 30 September 2024. 75% were satisfied or very satisfied, 7% were neither satisfied or unsatisfied and 18% were unsatisfied or very unsatisfied with the service they received,</p> <p>The customer service team leader shares all feedback with the relevant service. She also contacts all customers who leave their contact details, (this is not mandatory), to either thank them for their feedback and understand the reasons for any negative comments. She then works with the service to resolve any outstanding issues, identify any service improvements going forward whilst providing reassurance to the customer that their comments have been</p>

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		passed on and heard.
<p>Measure the Council's accessibility compliance monthly and achieve or exceed an excellent rating and 90% compliance with WCAG 2.1 and WCAG 2.2 accessibility standard</p>	<p>Monthly – 90% annually</p>	<p><b>Target Exceeded</b></p> <p>Compliance score was excellent April – September 24.</p> <ul style="list-style-type: none"> <li>• April - 95%</li> <li>• May - 95%</li> <li>• June - 95%</li> <li>• July - 95%,</li> <li>• August - 95%</li> <li>• September - 95%</li> </ul>
<p>Answer calls offered via the Council's telephone system for the main Council telephone number 01353 665555</p>	<p>Monthly 90%, annually</p>	<p><b>Target Exceeded</b></p> <ul style="list-style-type: none"> <li>• April - 97.6%</li> <li>• May - 97.5%</li> <li>• June – 97.4%</li> <li>• July – 97.4%</li> <li>• Aug – 98.7%</li> <li>• Sept - 97.7%</li> </ul>
<p>Answer calls offered by the telephone system for the main Council telephone number 01353 665555 within 30 seconds</p>	<p>Monthly 90%, annually</p>	<p><b>Target Exceeded</b></p> <ul style="list-style-type: none"> <li>• April - 28 seconds</li> <li>• May - 27 seconds</li> <li>• June – 29 seconds</li> <li>• July – 29 seconds</li> <li>• August - 17 seconds</li> <li>• September - 26 seconds</li> </ul>
<p>Respond to emails to the ContactUs@eastcambs.gov.uk mailbox within 48 hours, the response will include a resolution or, if this is not possible at first point of contact, details of action taken to</p>	<p>Monthly 90%, annually</p>	<p><b>Target Exceeded</b></p> <ul style="list-style-type: none"> <li>• April – 100%</li> <li>• May – 100%</li> <li>• June – 99.4%</li> <li>• July – 99.1%</li> <li>• August – 99.7%</li> </ul>

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ensure the customer's enquiry is resolved as soon as possible		<ul style="list-style-type: none"> <li>September - 98.5%</li> </ul>
Monitor avoidable contact and work in partnership with service representatives across the Council to identify ways to reduce failure demand across the authority	As required, annually	<p><b>Target On Track</b></p> <p>Partnership work with services to reduce failure demand has included:</p> <ul style="list-style-type: none"> <li>Police Crime Commissioner and Parliamentary Election support</li> <li>The Ask Ani campaign</li> <li>Telephone canvas for Democratic Services</li> <li>A new suite of street trading forms for licensing</li> <li>Assisting Press &amp; PR with numerous press releases</li> <li>Updating the fees on all online forms.</li> <li>Supporting planning policy with web page additions and changes</li> <li>Supporting Active for Health campaign with updated sessions</li> <li>Neighbourhood planning referendum website changes – results pages etc.</li> <li>Updating the customer services FAQ database</li> </ul>
Continue to provide a frontline service for ECSS and support the development of their service throughout 2024 to 2025	As required, annually	<p><b>Target On Track</b></p> <p>% of waste calls logged in the customer service management system resolved at first point of contact.</p>

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		<ul style="list-style-type: none"> <li>• Q1 - 80.27%</li> <li>• Q2 - 81.40%</li> </ul> <p>% of waste emails resolved at first point of contact.</p> <ul style="list-style-type: none"> <li>• Q1 - 77.4%</li> <li>• Q2 - 85.5%</li> </ul> <p>Bartec Project</p> <ul style="list-style-type: none"> <li>• Maintaining Bartec database - Adding new properties and adding and removing additional bins</li> <li>• Integration with Customer Relationship System.</li> </ul> <p>Supported</p> <ul style="list-style-type: none"> <li>• Black bag roll out</li> <li>• Love Your Street Campaign</li> <li>• Process changes and improvements to service and customer journey</li> </ul> <p>.</p> <p>Attended monthly review meetings</p> <p>Provided monthly performance reports</p>
Respond to Building Control and Planning copy requests within five working days	100%, annually	<p><b>Target On Track</b></p> <ul style="list-style-type: none"> <li>• 73.3% requests responded to within 24 hours</li> <li>• 5.6% request responded to within 2 days</li> <li>• 4.6% requests responded within 3 days</li> <li>• 2.3% requests responded within 4 days</li> <li>• 4.2% requests responded to within 5 days</li> </ul>

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<p>Attend and make an effective contribution to monthly ARP Customer Service meetings and develop and action plan that supports and demonstrates commitment to the ARP Better Connected Journeys programme</p>	<p>100%, annually</p>	<p><b>Target On Track</b></p> <ul style="list-style-type: none"> <li>• Attended Strategic, Tactic and Buddy meetings</li> </ul> <p>Supported:</p> <ul style="list-style-type: none"> <li>• new contact us form, paperless billing</li> <li>• pension credit campaigns</li> <li>• Letters review</li> <li>• Customer service standard review</li> <li>• move of eligible claimants to Universal Credit</li> </ul>
<p>Achieve 99% website availability each month</p>	<p>Monthly – 99 %, annually</p>	<p><b>Target Exceeded</b></p> <ul style="list-style-type: none"> <li>• April – 100%</li> <li>• May – 100%</li> <li>• June – 100%</li> <li>• July – 100%</li> <li>• Aug – 99.8%</li> <li>• Sep – 99.9%</li> </ul> <p>Figures provided by independent web monitoring software.</p>
<p>Achieve website engagement rate of 63% each month</p>	<p>Monthly – 100%, annually</p>	<p><b>Target Off Track</b></p> <p>Slightly under achieved in April, May, June and September.</p> <ul style="list-style-type: none"> <li>• April – 61.09%</li> <li>• May – 61.71%</li> <li>• June – 61.45%</li> <li>• July – 65.88%</li> <li>• August – 65.87%</li> <li>• September – 60.60%</li> </ul> <p>Reason for slight under achievement - A number of</p>

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		<p>signposting pages were amongst the top pages visited in April, May, June and September. Users do not spend long on these because it is often just a link to an external website, this reduced the overall engagement rate.</p>
<p><b>Deliver a new East Cambs Website by 1<sup>st</sup> December 2024</b></p>	<p>By 1<sup>st</sup> December 2024</p>	<p><b>Target On Track</b></p> <p>The new Website and Intranet Phase 1 plan is on target to be completed by 30<sup>th</sup> November 2024</p> <p>Phase 1 includes: -</p> <ul style="list-style-type: none"> <li>• Content management system upgrade to new Local Gov Drupal platform.</li> <li>• Review of content, rewrite, refresh and manual transfer of data.</li> <li>• Fresh look and feel improved navigation and content layout to improve online experience</li> <li>• Procurement of the future hosting and maintenance contract</li> </ul> <p>The new supplier will then work with the project team to implement new functionality and further improvements in Phase 2.</p>
<p><b>Promote and provide an assisted digital service for customers claiming Housing Benefit, Council Tax Support and Universal Credit and provide uptake figures to the Director Legal and Anglia Revenues Partnership</b></p>	<p>100%, annually</p>	<p><b>Target On Track</b></p> <p>Half yearly report sent to Director Legal &amp; Monitoring Officer and Anglia Revenues Partnership on 24/10/23. We have assisted 99 customers to make a claim for financial assistance during the</p>

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		period April – Sept 2024.
Ensure all members of the Customer Service team receive adequate training to fulfil their role	100% annually	<p><b>Target On Track</b></p> <p>Training completed April – Sept 23.</p> <ul style="list-style-type: none"> <li>• Fraud Awareness</li> <li>• Carbon Literacy</li> <li>• Equality and diversity</li> <li>• ARP new change of address form</li> <li>• Mental health training</li> <li>• Prevent training</li> <li>• Suicide training</li> <li>• ARP refresher training</li> <li>• Fire training</li> <li>• Domestic abuse awareness</li> <li>• Google Analytics training</li> <li>• Writing for web/web content training</li> <li>• Local Gov Drupal training</li> <li>• Cyber awareness training</li> </ul>
Team Meetings	Minimum 4 a year, annually	Team meetings held monthly and well attended.
One to one meetings	Minimum 4 a year, annually	<p><b>Target On Track</b></p> <p>Customer Service Advisors have had two formal one to one meetings. Digital Services team members and the Customer Services Team Leader meet with the Customer Services Manager weekly.</p>

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<b>Appraisals completed annually and within timeframe set by HR</b>	100%, Annually	<b>Not Yet Started</b>
<b>Regularly review corporate risks including:</b> <ul style="list-style-type: none"> <li>• disaster recovery to provide continuous front facing services to the public in the event of a minor or major system outage.</li> <li>• GDPR (General Data Protection Regulation) compliance to protect personal data, council reputation and provide confidence in online services.</li> <li>• information security to protect personal data, prevent financial penalties, protect council reputation and provide confidence in online services.</li> <li>• health and safety of members of the public visiting the Council offices</li> </ul>	Minimum annually,	<b>Target On Track</b>  Disaster Recovery <ul style="list-style-type: none"> <li>• Remote working rota ensures we can continue to provide front line service away from The Grange if necessary</li> <li>• Contingency plan for outage of the Council's Customer Relationship Management System was tested on 1 July 2024, adequate processes in place, no issues identified</li> </ul> GDPR and Information Security <ul style="list-style-type: none"> <li>• No Data or Security Breaches reported</li> </ul> Health & Safety <ul style="list-style-type: none"> <li>• Risk Assessment reviewed at monthly team meetings</li> <li>• Customer Services Team Leader member of the council's Health and Safety working group</li> </ul>
<b>Replace plastic visitor passes with sustainable bamboo passes.</b>	By 1 <sup>st</sup> September 2024	<b>Target Exceeded</b>  Completed April 2024.



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<b>Manage the Additional Garden Waste Bins and annual renewals within Bartec so that licence stickers are no longer required.</b>	By 3 <sup>rd</sup> May 2024	<b>Target Exceeded</b> Completed 1 April 2024.