

## Customer Services end of the year report 2024 to 2025

Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners	Outcome or output 2024 to 2025
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)	Sound financial management	100%, annually	<p><b>Target Achieved</b></p> <p>Service performance reports issued to Service Leads and CMT</p> <p>354 customer satisfaction surveys completed. 72.6% were satisfied or very satisfied, 6.8% were neither satisfied or unsatisfied and 20.6% were unsatisfied or very unsatisfied with the service they had received.</p>	Customer Services Manager Digital Services Officers	<p><b>Completed - Target Achieved</b></p> <p>Quarterly 1, 2 &amp; 3 service reports issued to Service Leads and CMT. Monthly reports Apr 24 – Jan 24 provided to ECSS. Q4 and Feb &amp; Mar 24 ECSS reports will be provided when available.</p> <p>Reports include contact volumes, contact type, method of contact, performance against service targets and % of contact resolved at first point of contact.</p> <p>360 customer satisfaction surveys completed to date. 77% were satisfied or very satisfied, 5.8% were neither satisfied or unsatisfied and 17.2% were unsatisfied or very unsatisfied with the service they had received.</p> <p>The customer service team leader shares all feedback with the relevant service. She also contacts all customers who live their contact details, (this is not mandatory), to either thank them for their feedback and understand their reasons for any negative comments or ways in which we could have improved their experience. 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 passed on and heard.</p>
Measure the Council's website accessibility compliance monthly and achieve or exceed a great rating and 90% compliance with WCAG 2.1 accessibility standard	Sound financial management	Monthly - 90%, annually	<p><b>Target Exceeded</b></p> <p>April 2023 (94%) and from August 2</p>	Customer Services Manager Digital Services Officers	<p><b>Completed - Target exceeded April – December 2024</b></p> <p>Compliance Score rated excellent</p>

Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners	Outcome or output 2024 to 2025
			<p>023 – March 2024 (95%).</p> <p><b>Target not met</b></p> <p>May and June 23 (88%) and in July 23 (85%) due to an issue with the external monitoring software.</p>		<ul style="list-style-type: none"> <li>- April – 95%</li> <li>- May - 95%</li> <li>- June - 95%</li> <li>- July - 95%</li> <li>- Aug - 95%</li> <li>- September – 95%</li> <li>- October – 95%</li> <li>- November – 95%</li> <li>- December – 95%</li> </ul> <p><b>Completed -Target not met – January and February 2025</b></p> <p>Compliant score rated good</p> <ul style="list-style-type: none"> <li>- January - 81%</li> <li>- February - 82%</li> <li>- March figure not available at time of writing report</li> </ul> <p>The score dipped to below 90% in January and February following launch of new website. This was expected as accessibility could not be tested during development or prior to go live.</p> <p>The project team are working with our new supplier to restore our excellent rating as soon as possible.</p> <p>March to be provided when available.</p> <p>Figures provided by independent web monitoring software.</p>
<p>Answer calls offered via the Council's telephone system</p>	<p>Sound financial management</p>	<p>Monthly - 90%, annually</p>	<p><b>Target Exceeded</b></p> <p>Calls answered were above 90% every month, except for September 2023. We were unable to monitor due to a system outage.</p>	<p>Customer Services Team Leader Customer Service Advisors/Apprentice</p>	<p><b>Completed - 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>August - 98.7%</li> <li>September - 97.7%</li> <li>October - 97%</li> <li>November - 97.7%</li> <li>December - 97.5%</li> <li>January - 98.5%</li> </ul>

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					<p>February – 98.2%</p> <p>March figure not available at time of writing report</p>
<p>Answer calls offered via the Council’s telephone system for the main Council telephone number 01353 665555 within 30 seconds.</p>	<p>Sound financial management</p>	<p>Monthly – 100% annually</p>	<p><b>Target Exceeded</b></p> <p>May 23 – March 24</p> <p><b>Target Not met</b></p> <p>April 23 (32 seconds)</p>	<p>Customer Services Team Leader Customer Service Advisors and Apprentice</p>	<p><b>Completed - Target Exceeded</b></p> <p>April – 28 seconds May – 27 seconds June – 29 seconds July – 29 seconds August – 17 seconds September – 26 seconds October – 28 seconds November – 23 seconds December – 23 seconds January – 18 seconds February – 19 seconds</p> <p>March figure not available at time of writing report</p>
<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 ensure the customer’s enquiry is resolved as soon as possible</p>	<p>Sound financial management</p>	<p>Monthly – 90% annually</p>	<p><b>Target Exceeded</b></p> <p>April 23 – March 24 3322 emails received. Monthly target achieved was 98.9% or above. 96.7% were responded to within 24 hours.</p>	<p>Customer Services Team Leader Customer Service Advisors and Apprentice</p>	<p><b>Completed - Target Exceeded</b></p> <p>April – 100% May – 100% June – 99.4% July – 99.1% August – 99.7% September – 98.5% October – 99.1% November – 100% December – 99.7.9% January – 98.4%</p> <p>February and March figures not available at time of writing report.</p>

Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners	Outcome or output 2024 to 2025
<p>Monitor avoidable contact and work in partnership with service representatives across the Council to identify ways to reduce failure demand across the authority</p>	<p>Sound financial management</p>	<p>As required, annually</p>	<p><b>Target Achieved</b></p> <p>Examples of partnership working to reduce failure demand include improvements in Planning, Waste, Climate Change, Licensing, Legal, Leisure, Corporate, Env Health &amp; Facilities.</p>	<p>Digital Services Officers</p>	<p><b>Completed Target achieved</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 and domestic abuse accreditation</li> <li>- Telephone canvass for Democratic Services</li> <li>- A new suite of street trading forms for licensing</li> <li>- Assisting Press and PR with numerous press releases</li> <li>- Updating 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</li> <li>- Review of the customer services FAQ database</li> <li>- Housing And Community Services - Homelink</li> <li>- Rot analysis of website content (redundant, obsolete and trivial) prior to transfer to new website.</li> </ul>
<p>Continue to provide a frontline service for ECSS and support the development of their service throughout 2023 to 2024</p>	<p>Sound financial management</p>	<p>As required, annually</p>	<p><b>Target Achieved</b></p> <p>Customer contact</p> <p>Resolved 46.2% of all contact logged in CRM</p> <p>83% of waste emails at first point of contact.</p> <p>Development and Support</p> <p>Bartech Project Assisted with Bartech, black bag distribution, brown bin renewals.</p>	<p>Customer Services Manager Customer Services Team Leader Digital Services Officers</p>	<p><b>Completed -Target achieved</b></p> <p>% of calls logged in the customer relationship management system resolved at first point of contact</p> <p>Q1 – 80.27% Q2 – 81.40% Q3 – 80.72% Q4 figure not available at time of writing report</p> <p>Previously resolved at first point of contact was calculated on enquiry forms only, we are now including specific forms such as missed collection reports, where we do everything, apart from go and collect the bin. This has brought the resolution resolved at first point of contact in line with the email resolution at first point of contact below.</p> <p>% of waste emails resolved at first point of contact</p> <p>Q1 – 77.4%</p>

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					<p>Q2 – 85.5% Q3 – 85.7% Q4 not available at time of writing report</p> <p>Development and support</p> <p>Bartec Project</p> <ul style="list-style-type: none"> <li>- Maintain Bartec database – adding new properties and adding and removing additional bins and assisted collections</li> <li>- Integration with Customer Relationship Management System, this has been passed to Bartech to commence go live.</li> </ul> <p>Administration</p> <ul style="list-style-type: none"> <li>- Annual Brown bin renewal</li> <li>- Assisted waste collection renewal</li> </ul> <p>Supported</p> <ul style="list-style-type: none"> <li>- Black bag distribution</li> <li>- Process changes and improvements to service and customer journey</li> </ul>
<p><b>Respond to Building Control and Planning copy requests within 5 working days</b></p>	<p>Sound financial management</p>	<p>100%, annually</p>	<p><b>Target Exceeded</b></p> <p>All 526 requests completed within 5 days. 77.6% completed within 24 hours.</p>	<p>Customer Services Team Leader Customer Service Advisors/Apprentice</p>	<p><b>Completed - Target Exceeded</b></p> <p>466 requests received to date. Figures will be updated when February and March figures are available.</p> <ul style="list-style-type: none"> <li>- 83.1% requests responded to within 24 hours</li> <li>- 5.6% requests responded to within 2 days</li> <li>- 4.6% requests responded to within 3 days</li> <li>- 2.3% requests responded to within 4 days</li> <li>- 4.2% of requests responded to within 5 days</li> </ul>
<p><b>Attend and make an effective contribution to monthly ARP Customer Service meetings and develop an action plan that supports and demonstrates commitment to the ARP</b></p>	<p>Sound financial management</p>	<p>100%, annually</p>	<p><b>Target Achieved</b></p> <p>Meetings</p> <p>Attended Strategic,</p>	<p>Customer Services Manager Customer Services Team Leader</p>	<p><b>Completed - Target Achieved</b></p> <p>Attended Strategic, Tactic and Buddy meetings</p> <p>Supported:</p> <ul style="list-style-type: none"> <li>- Roll out of new contact us form</li> </ul>

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Better Connected Customer Journeys Programme			<p>Tactic and Buddy Meetings</p> <p>Development and Actions</p> <p>Presented UX training options paper and indicative costs to strategic partners and contributed and supported various projects.</p>		<ul style="list-style-type: none"> <li>- Paperless billing campaign</li> <li>- Pension credit campaigns</li> <li>- Letters review</li> <li>- Customer service standard review</li> <li>- Transfer of eligible claimants to Universal credit</li> <li>- Complaints review/trends and consistency across the partnership</li> <li>- Customer Insight - satisfaction feedback</li> </ul>
Achieve 99% website availability each month	Sound financial Management	Monthly - 99%, annually	<p><b>Target Exceeded</b></p> <p>Achieved 100% April – Oct 2023 and Dec 2023 – March 2024</p> <p><b>Target not met</b></p> <p>November achieved 97.5% due 17.5-hour outage relating to JISC requirement to transfer our domain names to a gov.uk accredited host provider</p>	New performance Measure	<p><b>Completed - Target Exceeded</b></p> <p>April – 100%  May - 100%  June - 100%  July – 100%  August– 99.9%  September- 99.9%  October - 100%  November – 99.2%  December – 99.8%  January – 100%  February and March figures not available at time of writing report.</p>
			<p><b>Target achieved</b></p> <p>Achieved target 11 months out of 12.</p>		<p><b>Completed - Target Not met</b></p> <p>April – 61.09 %  May – 61.71%  June – 61.45%</p>



Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners	Outcome or output 2024 to 2025
<p><b>Achieve website engagement rate of 63%</b></p>	<p>Sound financial Management</p>	<p>Monthly 63%, annually</p>	<p><b>Target not met</b> Bounce rate 41.81%, slightly higher in July 2023.</p> <p>Forced migration to Google Analytics 4 on 1 July changed the bounce rate figures considerably, the criteria and algorithms have changed and the focus is now about engagement rates</p> <p>We will measure the engagement rate going forward.</p>		<p>Sept- - 60.60% October – 61.62% November – 61.71% December – 61.14%</p> <p>Reason for slight underachievement – A number of signposting pages were amongst the top pages visited in all of the months. Users do not spend long on these because it is often just a link to an external website. Visitors need to spend over 10 seconds on the page for their engagement to be counted.</p> <p><b>Target Achieved</b></p> <p>July – 65.88% August 65.87% January – 97.13%</p>
<p><b>Deliver a new East Cambs Website by 1 December 2024</b></p>	<p>Sound Financial Management</p>	<p>By 1<sup>st</sup> December 2024</p>	<p>New Performance measure</p>		<p><b>Completed - Target Achieved</b></p> <p>The new Phase 1 Intranet went live on 26 November 2024 The new Phase 1 Website went live on 28 November 2024</p> <p>Phase 1 included</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>Phase 2 commenced in January 2024. Our new supplier is working with the project team to implement new functionality and further improvements in phase 2.</p>

Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners	Outcome or output 2024 to 2025
Promote and provide an assisted digital service for customers claiming Housing Benefit, Council Tax Support and Universal Credit and provide 6 monthly uptake figures to The Director (Operations), Anglian Revenues Partnership and the Department of Work and Pensions	Social and community infrastructure	100%, annually	<b>Target Achieved</b> Complete. Assisted with 326 forms during the annual year 23/24..	Customer Services Team Leader Customer Service Advisors/Apprentice	<b>Completed - Target Achieved</b> 310 forms completed to date Figures to be updated when figures for whole financial year available
Ensure all customer service advisors and CRM/Web team receive adequate training on relevant ICT systems, policy and procedure, contact handling, dealing with difficult customers and supporting customers who have health and/or mental health issues	Sound financial management	100%, annually	<b>Target Achieved</b> Complete in accordance with corporate training and individual training plans	Customer Services Manager Customer Services Team Leader	<b>Completed – Target Achieved</b> Completed in accordance with corporate training and individual training plans. Training this year has included: <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>• Homelink</li> <li>• Basic Local Gov Drupal training</li> <li>• Suicide prevention training</li> <li>• Ask Ani/Domestic Abuse</li> <li>• Hate Crime reporting</li> <li>• Cyber data protection</li> <li>• Telephone conflict management training</li> <li>• Mental health training</li> <li>• Web Content training</li> <li>• ARP refresher training</li> <li>• What matters to you? (wellbeing hub)</li> </ul>
Team meetings.	Sound financial management	Minimum 4 a year, annually	<b>Target exceeded</b> Completed 9 team meetings outside office hours	Customer Services Manager Customer Services Team Leader	<b>Complete Target Exceeded</b> Completed 11 team meetings this year outside of office hours, well attended.



Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners	Outcome or output 2024 to 2025
One to one meetings.	Sound financial management	Minimum 4 a year, annually	<b>Target Achieved</b>	Customer Services Manager Customer Services Team Leader	<b>Completed Target Achieved</b>
Complete appraisals annually and within the time frame set by HR	Sound financial management	100%, annually	<b>Target achieved</b>	Customer Services Manager Customer Services Team Leader	<b>Target on track – Added to Skillgate and dates in diaries.</b>
<p>Regularly review corporate risks including:</p> <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 avoid financial penalties.</li> <li>information security to protect personal data, prevent council reputation and provide confidence in online services.</li> <li>health and safety of members of the public visiting the Council offices</li> </ul>	Sound financial management	Minimum annually,	<p><b>Target Achieved</b></p> <p>Customer Services Business Continuity Plan reviewed annually.</p> <p>No data or security breaches recorded.</p> <p>Data archived in line with corporate retention policy.</p> <p>Risk assessment reviewed annually and as required. Last reviewed Nov 243</p> <p>Customer Services Team Leader is member of the Council's Health and Safety Working Group.</p>	<p>Customer Services Manager Customer Services Team Leader Facilities Service Lead ICT Legal Services Anglia Revenues Partnership All service Leads Third party suppliers</p>	<p><b>Completed Target Achieved</b></p> <p><b>Disaster recovery</b></p> <p>Remote working rota ensures we can continue to provide front line service away from The Grange if necessary. This is tested weekly.</p> <p>Mobile phone contingency plan in place to minimise disruption during telephone system issues or an outage. Mobile phones tested monthly.</p> <p><b>GDPR &amp; Information Security</b></p> <p>No data or Security breaches reported. Data Protection training complete. Data archived in line with corporate retention policy.</p> <p><b>Health &amp; Safety</b></p> <p>Risk Assessment last reviewed November 24. Discussed at monthly team meetings,</p> <p>Customer Services Team Leader is a member of the Council's Health and Safety Working Party</p>
Reduce plastic visitor passes with sustainable bamboo passes.	Cleaner, greener East Cambridgeshire	By 1 Sept 2024	New Performance Measure	Customer Services Team Leader	<b>Completed - Target Exceeded</b>  Completed April 2024

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Manage the Additional Garden Waste bins and annual renewals within Bartec so that licence stickers are no longer required.	Cleaner, greener East Cambridgeshire	By 3 May 2024	New performance Measure	Customer Services Team Leader	<b>Completed - Target Exceeded</b> Completed 1 April 2024