Customer Services Technology Update

September 2017

Background

The Customer Service function handles customer contact for the council through Telephony, Face to Face and email channels.

In July 2015 an ICT project began to look at the technical requirements required to deliver a technology platform to support and help digitize customer contact.

At the same time work was done within the contact centre to create a Customer Framework giving us the ability to:

- **Understand demand for services**

- **Understand resources to manage demand**

- **Understand the customer experience**

- **Receive customer feedback**

- **Plan future service provision**

What Technology Has Been Implemented

- New telephony   - STORM

- Work Force Management   - Teleopti

- Call Quality Monitoring   - Scorebuddy

- Customer Satisfaction   - STORM

STORM Telephony

Platform	Functionality	Output
STORM		
Telephony Features		
	Skill based call routing	Intelligent call routing to an agent with an appropriate skill to handle the call
	Customer Messages	Ability to add messages in real time
	Call back feature	Ability for a customer to request a call back and keep place in queue
Management Information		
	Customer Abandonment Rate	Measures inbound phone calls that are abandoned by the customer before speaking to an agent
	Time to answer a call	Measures how quickly a call is answered by an agent
	Reason for call	Tells us the reason for a customer contacting the council and will include whether it is a new request for service or a chase up following service failure.
	Team performance measures	Measures how a team is performing against measures such as. Average time to handle a call, number of calls taken, adherence to schedule.
	Individual officer measures	Measures how an individual is performing against targets

Resource & Quality

| Platform	Functionality	Output
Workforce Management	Links to STORM telephony	Takes readings from incoming calls to build a forecast for the future
Teliopti	Long term call demand forecasting by service / skill	Uses forecasted call volumes and known peaks to predict telephony demand
	Long-term resource requirements by service / skill	Use forecasted volumes to schedule resource based on volumes & skills
	Intraday resource management	Schedules agent breaks and lunches and any off-phone activity
	Agent self-serve leave and toil booking	Access to book leave and toil, swap holidays and receive work schedules
SCORE BUDDY	Call recording software	
	Quality monitoring & Training identification **Call Opening** –Correct greeting, tone & pace **Request & Resolution** – Listen Question – ensure system updated **Call Close** - Summarise & reassure – ensure all actions completed – sign post to customer survey	Measures how an officer handles a customer interaction. Each Advisor has a minimum of 3 calls coached per month, which is then measured against a set criteria. Each team Manager will score their own team and the score will be added to the advisors 1-2-1 performance stats, and used in development plans to drive service improvement. In order to ensure consistency we hold calibration session with the Team Managers where each will score another teams calls.

Customer Feedback

| Platform	Functionality	Output
Customer Survey & Satisfaction		
	After call survey - Contact Centre specific	Measure taken from data captured by a customer after call survey. Questions relate to how satisfied the customer was with the Contact Centre .

Customer Framework Model

Forecasting and Planning

	May	DOT
Calls Forecast Accuracy	0.1%	▼
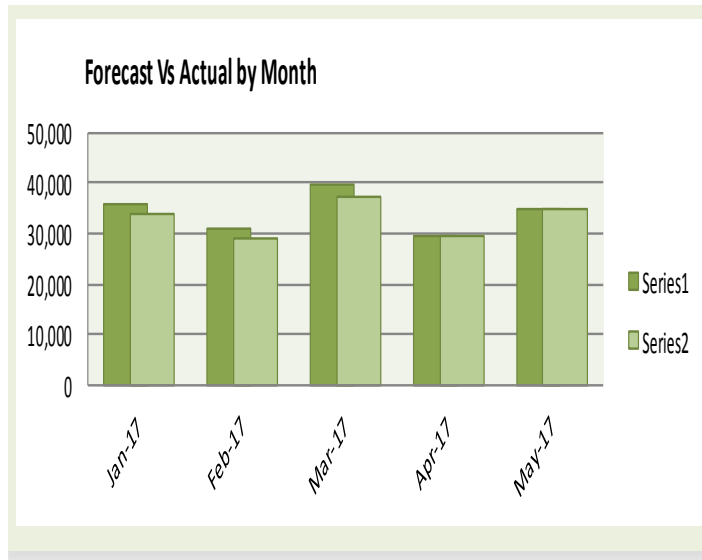
Shrinkage Overheads

	May	DOT
Absence Hours	893	▲
Leave Hours	873	▲
Training Hours	337	▼
Total Hours	2103	▲

Forecast Vs Actual by Month
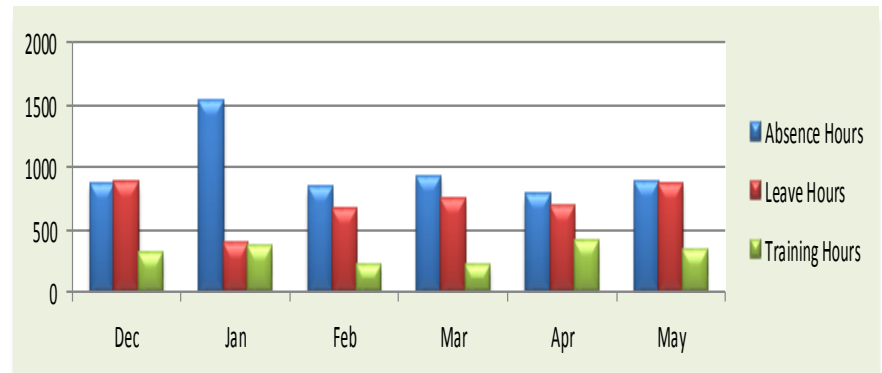
Management Information

	May	DOT
Calls Offered	34,768	▲
calls Abandoned	3,820	▼
Abandon %	11%	▼
Average Speed of Answer (sec)	30	▼
Customer Satisfaction	72%	▲
Contacts by Telephone	83%	▼
Contacts by Email	10%	▼
Contacts in Person	7%	▲

% of Calls Resolved in Contact centr	83%

Top 5 Call Reasons	% of Total Calls
Enquiry - General Information/Advice	27.26%
Call not for CBC	9.53%
Request - Speak to Social Worker	4.56%
Enquiry - Council Tax Bill	4.26%
Enquiry - Benefits	3.47%

Contacts % Split

Contacts by Telephone 83%
Contacts by Email 10%
Contacts in Person 7%
Series1

Calls

Enquiry - General Information/Advice, Call not for CBC, Request - Speak to Social Worker, Enquiry - Council Tax Bill, Enquiry - Benefits
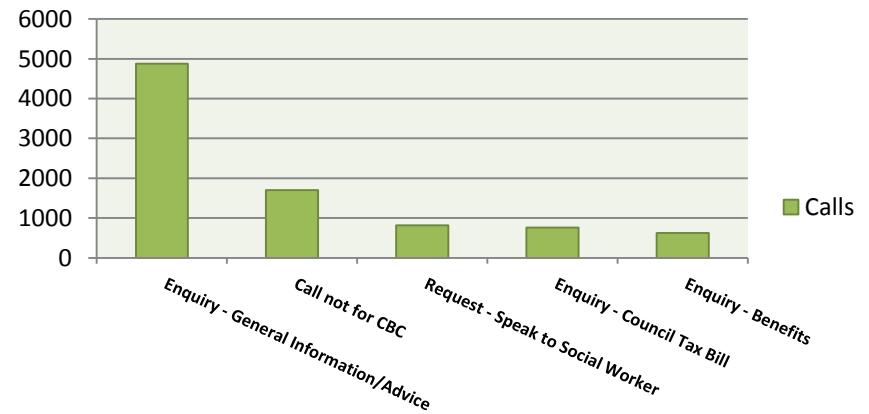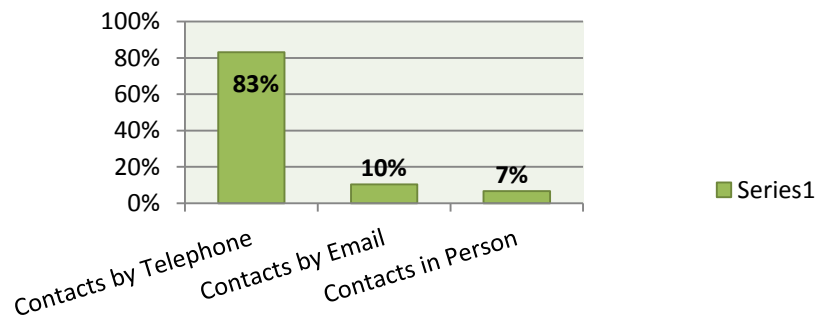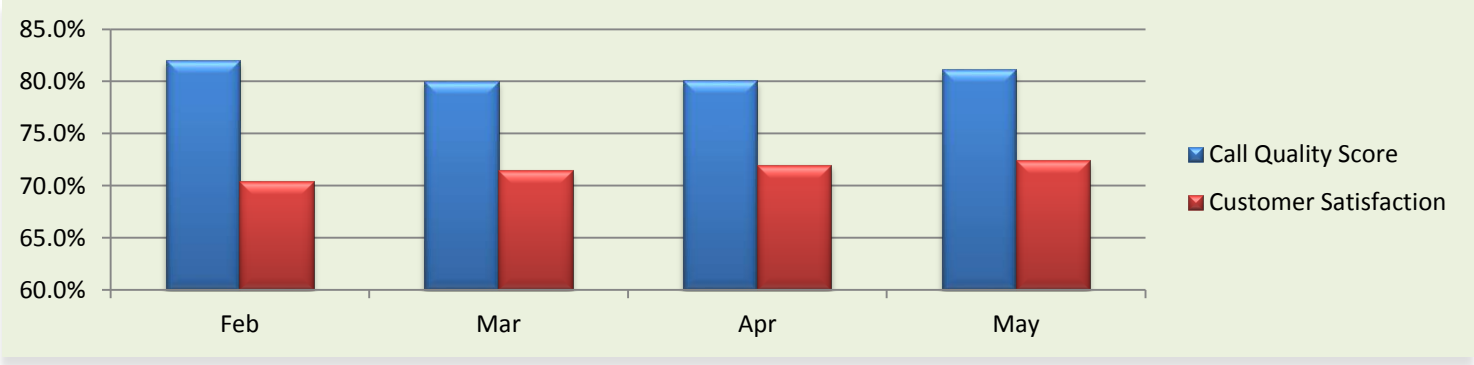
Management Information – Team Performance
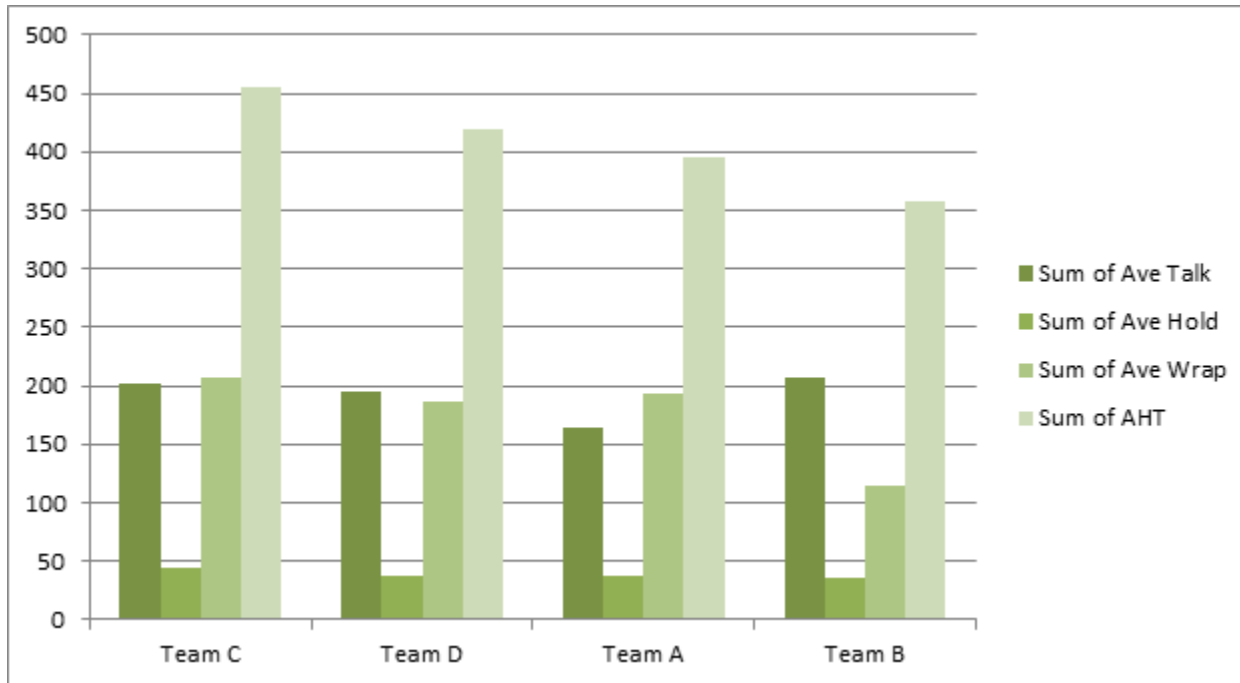
Management Information – Agent Performance

	May	DOT
AHT Seconds	382	▲
Adherence to scheduled activity – e.g. ready for calls – break – training	83%	▼
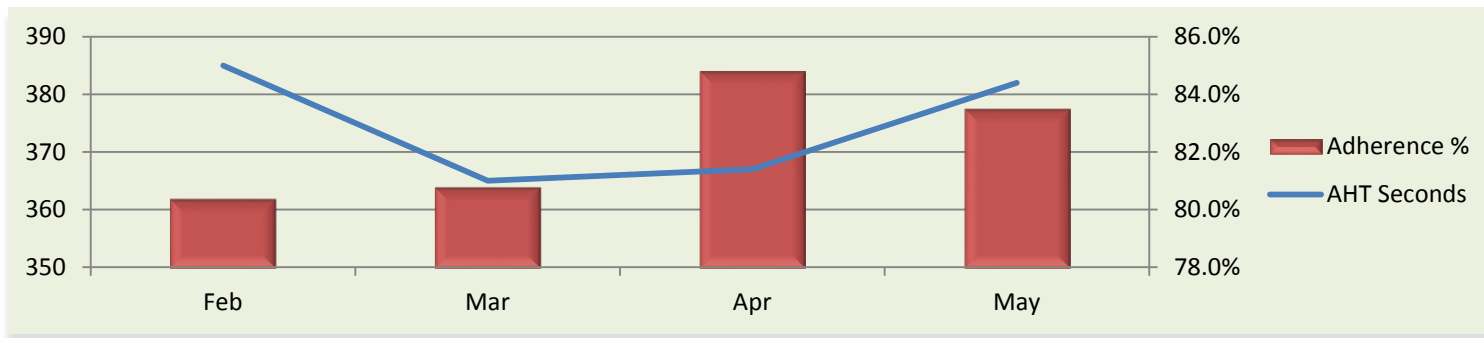
Management information - Quality & Satisfaction

	May	DOT
Call Quality Score	81%	▲
Customer Satisfaction	72%	▲

WHATS NEXT

- Contact Centre – continue to use and shape service

- Other areas now on STORM

- Meetings have been held with each service area to discuss individual requirements

- Management information available for all STORM users
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- STORM User group being set up.

- Review of each service planned

- Next phase of STORM functionality being looked at.