



# Solihull Connect Contact Centre Service

Performance Statistics  
Year End Report  
2016/17

Summary of key statistics and performance analysis for Customer Services

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# Contact Centre (including ASC)

Annual performance analysis for Contact Centre call handling. Our Contact Centre advisors receive and handle calls from customer in all aspects of Council enquiries. This overview of statistics show the three main key areas of performance

## Total customer contacts

Annual performance statistics for total number of customer contacts in all Council Services received and answered by Contact Centre Advisors

- Total calls
- Last year 2015/16

304,817  
(323,840)

- Calls answered
- Last year 2015/16

257,139  
(298,254)

### Analysis:

- Totals calls down by 19,023
- Overall reduction in calls by 5.87%

## Quarterly Performance

Performance analysis of calls handled by Contact Centre Advisors showing breakdown by each quarter for the year

Q1

Apr - Jun

86,447

Q2

Jul - Sep

80,922

Q3

Oct - Dec

64,474

Q4

Jan - Mar

88,280

### Analysis:

- Highest volume of calls during Q1 & Q4
- Q1 – Election enquiry contacts
- Q4 – Council tax enquiry contacts

## Service Level Agreement

Annual performance statistics for Service Level Agreement.

**Abandoned rate :** 95% of all calls answered  
**70/30 rate:** 70% of calls answered in 30 seconds

14%  
(5%)

- Abandoned rate
- Last year 2015/16

40%  
(57%)

- 70/30 rate
- Last year 2015/16

### Analysis:

- Increase in abandoned rate by 9%
- 70/30 rate target fallen by 17%

# Adult Social Care Contact Centre

Annual performance analysis for Adult Social Care Contact Centre (ASC) call handling. This overview of statistics show the three main key areas of performance

## Total customer contacts

Annual performance statistics for total number of customer contacts in all Council Services received and answered by Contact Centre Advisors

- Total calls
- Last year 2015/16

45,523  
(63,725)

### Analysis:

- Totals calls down by 18,202
- Overall reduction in calls by 28%
- Decrease due to call handling process change implemented in September 2016

## Quarterly Performance

Performance analysis of calls handled by Contact Centre Advisors showing breakdown by each quarter for the year

Q1

Apr - Jun

13,883

Q2

Jul - Sep

12,110

Q3

Oct - Dec

9,679

Q4

Jan - Mar

9,851

### Analysis:

- Fall of calls during Q3 due to change in call handling process

## Service Level Agreement

Annual performance statistics for Service Level Agreement.

**Abandoned rate :** 95% of all calls answered  
**70/30 rate:** 70% of calls answered in 30 seconds

14%  
(5%)

- Abandoned rate
- Last year 2015/16

49%  
(72%)

- 70/30 rate
- Last year 2015/16

### Analysis:

- Increase in abandoned rate by 9%
- 70/30 rate target fallen by 23%

# Walk In Centres

Annual performance analysis for Solihull Connect Walk in centres. This overview provides statistics covering Customer Services Advisor handling of customer enquiries across all of our Walk In Centres across the Borough.

## Total customer contacts

Annual performance statistics for total customers seen by a Customer Service Advisor in all Walk In Centres

• Total contacts 2016/17 **66,390**

• Last year 2015/16 **69,485**

### Analysis:

- Customer contact decreased by 4.5%
- Decrease of 3,095 overall from last year

## Quarterly Performance

Performance analysis of Customer Contacts handled by Customer Service Advisors across all offices for each quarter of the year

**Q1**

Apr - Jun

**17,778**

**Q2**

Jul - Sep

**17,152**

**Q3**

Oct - Dec

**14,535**

**Q4**

Jan - Mar

**16,925**

### Analysis:

- Fall of calls during Q3 due to change in call handling process

## Performance by office

• Chelmsley Wood **36,888**

• Solihull **21,407**

• Shirley **5,472**

• Balsall Common **90**

• Kingshurst **2,533**



Balsall Common Walk In Centre replaced by Solihull Connect Local in September 2016

Kingshurst Walk In Centre replaced by Solihull Connect Local in October 2016

# Website (www.solihull.gov.uk)

**Annual statistical web performance for reporting web data for the purpose of understanding and optimizing web usage. This analysis is used to estimate how traffic to a website changes and to assess and improve the effectiveness of a website.**

## Total visitors to website

Annual statistical results for the number of visitors who have accessed the website

• <b>Unique visitors</b>	1,005,011
• Last years totals	(1,030,894)
• <b>Returning visitors</b>	263,139
• Last years totals	(298,254)
• <b>Page views</b>	4,626,036
• Last years totals	(4,783,228)

### Analysis:

- Decrease in totals for unique visitors to website by 2.51% compared to previous year

## Most popular pages

Annual results for top 5 pages in our website in order to gauge popularity trends

Google Custom Search



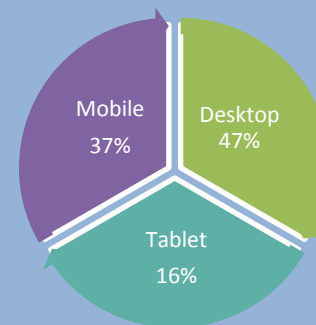
- 1. Resident**
- 2. Search for Planning & Building Control applications**
- 3. Jobs and careers**
- 4. Rubbish & recycling**
- 5. Contact Us**

### Analysis:

The annual analysis depicts the trend and pages customers have viewed and seldom change due to customer behaviour

## Visitor analytics

Visitor analytics to show device our customers are using to access website and browser



- 1. Mobile Safari**
- 2. Chrome**
- 3. IE**
- 4. Safari**
- 5. Chrome mobile**

# Digital Access Channels

Digital access channels are the name given to the various ways in which our customers can access our services online via our website. These choices for our customers include email (Contact us), online webforms, Livechat and social media (Twitter and facebook). The annual analysis provides useful insights in how customers are contacting us and for to improve our services

## Email and webforms

Annual statistical results for the number of emails and webform customer contacts

• Webforms	5,018
• Last year 2015/16	(3,332)
• Emails	11,848
• Last year 2015/6	(11,342)
• Weblogic forms	10,503
• Last year 2015/6	7,434

### Analysis:

- Webform contact increased by 33.6%
- Email contact increased by 4.27%
- Weblogic contact increased by 29.22%

## Livechat

Annual Livechat statistics showing number of real time chats customer contact

1,797

• 2016/17 totals

2,951

• 2015/16 totals

### Analysis:

- Livechat enquiries increased by 39.10% from last year
- Review process in progress for 2017/18

## Social media



Solihull Connect uses its social media channels to promote its online services. Social media is used to give information to its followers who regularly use social media sites about information and events happening within Solihull

• No of tweets

798

• Followers on twitter

1698