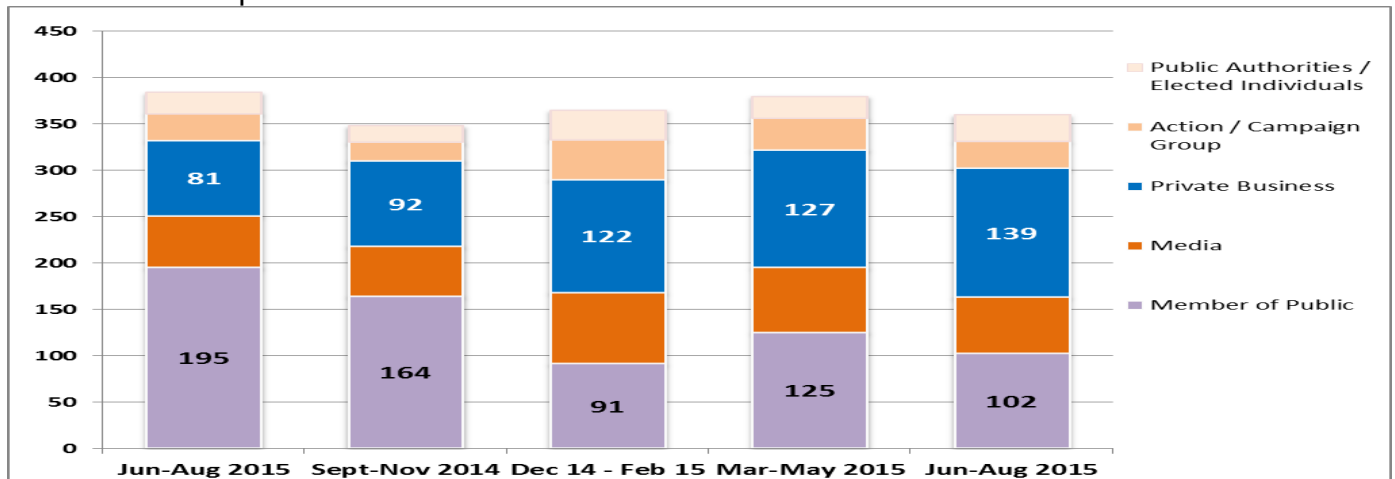


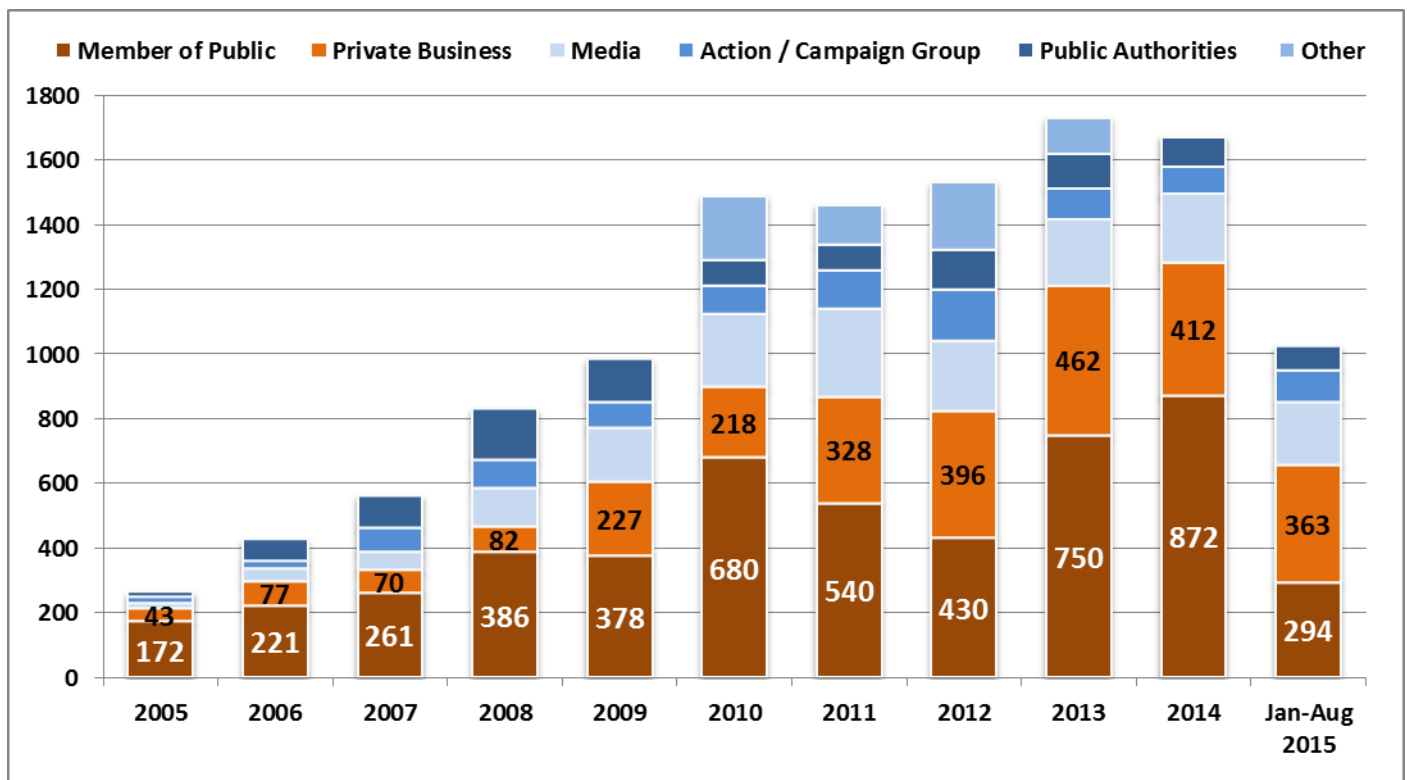
Service to customer indicators – scorecard quadrant 3

FREEDOM OF INFORMATION

Data for the 3 months June to August 2015 shows an overall reduction in the number of freedom of information requests received compared to the previous 3 months. The number of requests received in June, July and August 2015 was below the number received for the same months in 2014. The highest number of requests came from private business followed by those from members of the public. . .



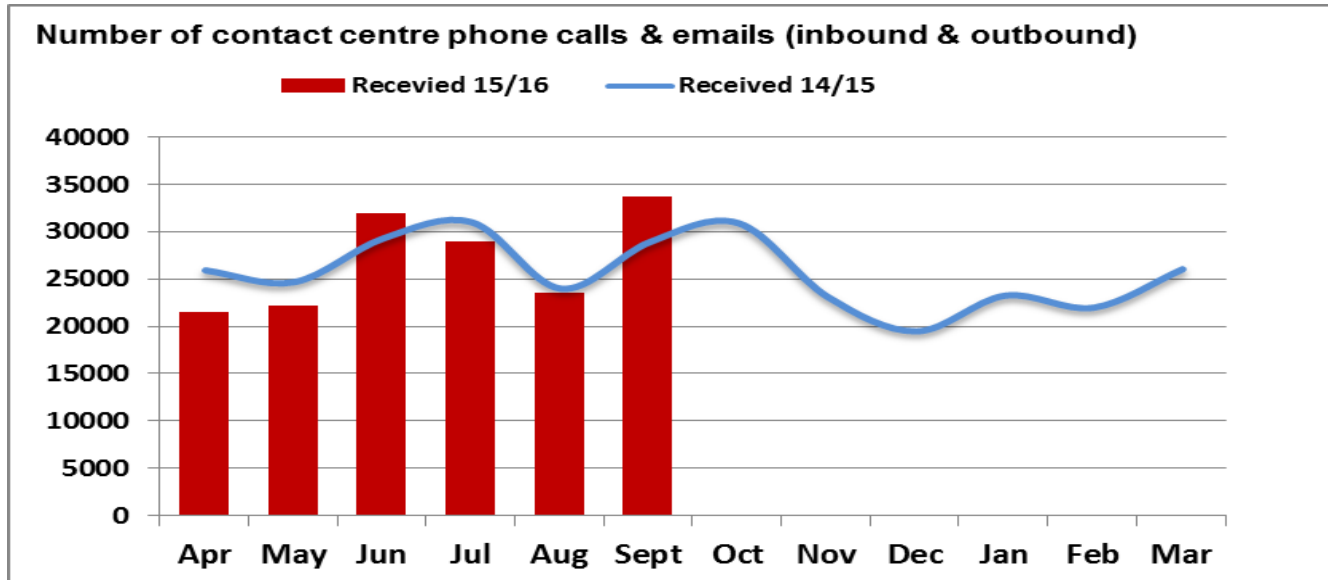
Looking at year to date figures, from January to August 2015, we have received 1026 requests. This is a reduction compared to the same period in 2014 when we had received 1248 requests.



CONTACT CENTRE

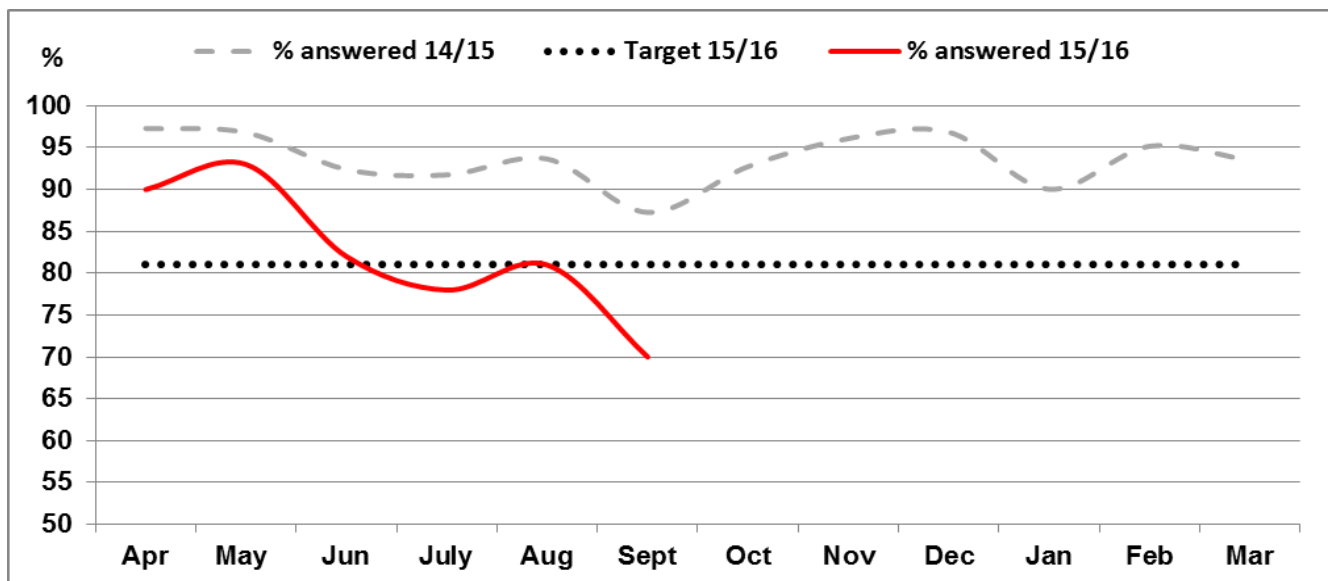
Activity

The number of telephone calls and emails (both inbound and outbound) fell slightly during July and August, however there was a large increase in September with activity being the highest monthly figure for over two years. This has led to a decrease in the number of calls being answered and an increase in queuing times. The introduction of the new telephony system mid June and the new Transport for Buckinghamshire system in July have impacted on performance.



Percentage of Incoming Calls Answered¹

There has been a reducing trend in the percentage of calls answered during 2015/16, with 70% of calls being answered in September down from 90% in April. There are fewer calls being answered in 2015/16 compared to the previous year.

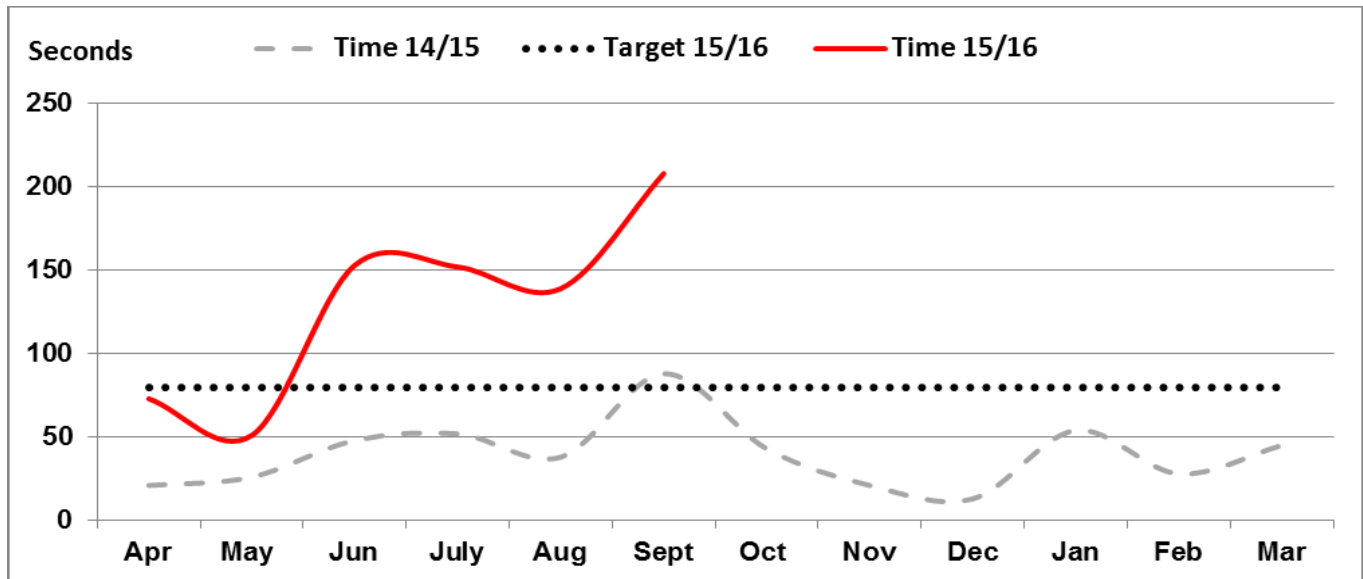


¹ Total number of calls to the Call Centre actually answered by an advisor.

Time Spent Queuing²

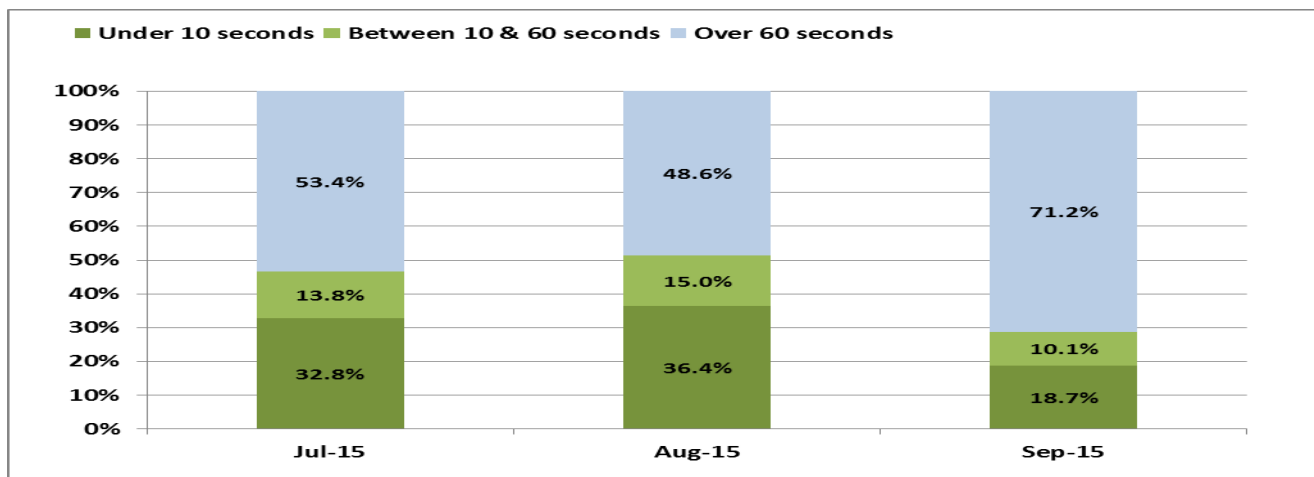
Average queuing time

Whilst there is a large variation in average queuing times, queuing time does coincide with the percentage of calls answered. The longer you are queuing the more likely you are to hang up before being answered. Queuing times have risen during quarter 2 and show an increase over the same period in 2014/15.



Speed of answering calls

In July and August around half of calls were answered in under a minute, however in September only around 30% of calls were answered within one minute.

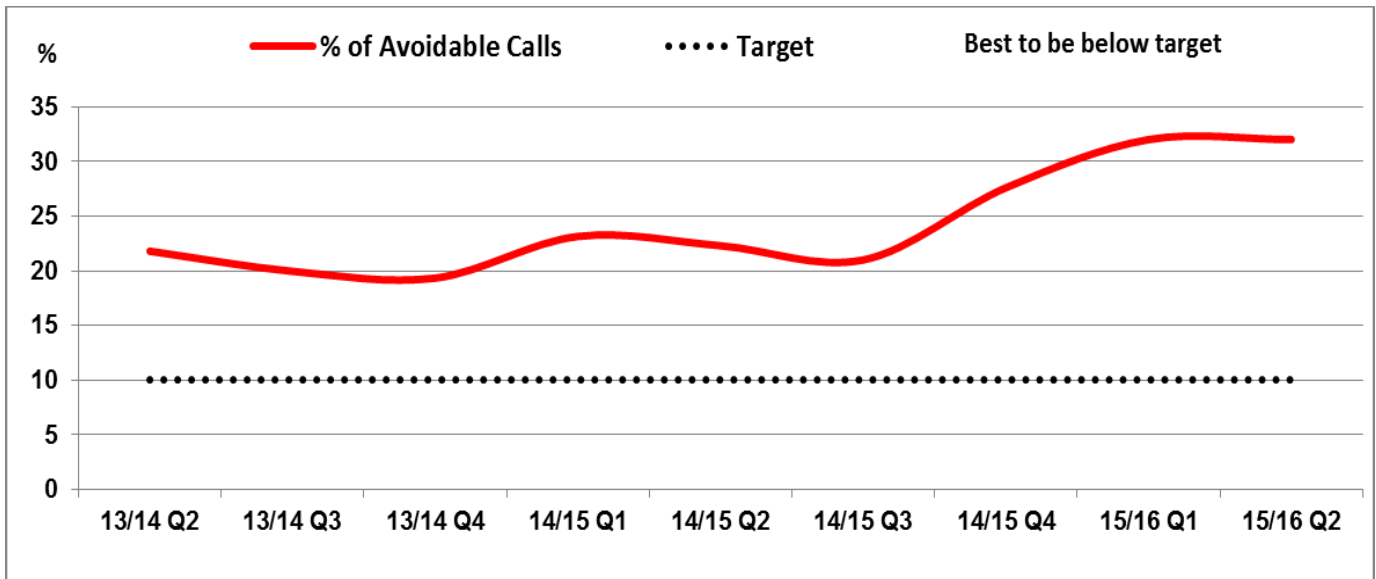


One call queued for 49 minutes in July (the longest queuing time during quarter 2) and one call queued for 44 minutes (the second longest queuing time) ;

² The average queuing time of all calls, including those not actually answered.

Avoidable Contact³

This data measures the percentage of calls that were avoidable. Lower percentages are better. Performance has remained the same in Q2 compared to Q1. It is still not achieving the target. There were more calls that were avoidable during quarter 2 2015/16 compared to the same quarter in the previous year.



Webchat

Web chat went live on the school admissions internet pages from October 2014 and on the library pages from 1st December. Web chat allows multiple customers to interact with a specialist advisor within real time directly from the website via their computer and saves them having to telephone the contact centre.

The figures show that a higher percentage of web chat customers are able to resolve their queries at first contact than when using the telephone to contact us.

Month	No. of web chats received	Percentage of enquiries resolved at first contact
October 2014	406	70%
November 2014	186	83%
December 2014	98	76%
January 2015	159	60%
February 2015	144	66%
March 2015	282	78%
April 2015	271	82%
May 2015	142	87%
June 2015	245	84%
July 2015	207	91%
August 2015	138	89%
September 2015	275	85%

³ Avoidable Contact is defined as 1 of the following: Poor Signposting (e.g. couldn't find info on website), Unnecessary Clarification (e.g. querying letter content), Progress Chasing (e.g. no response to previous call).