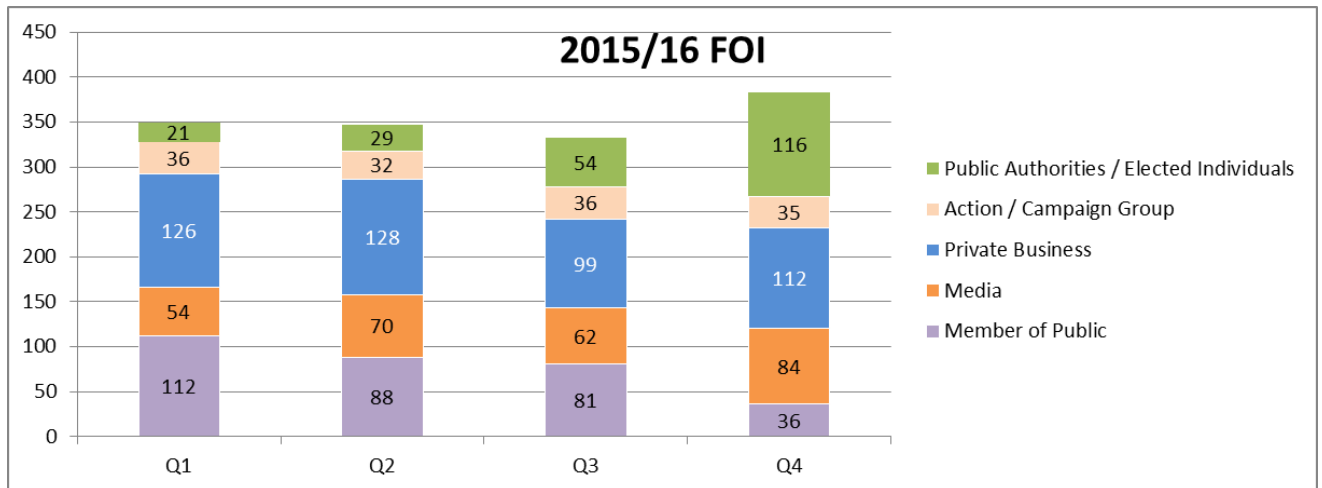


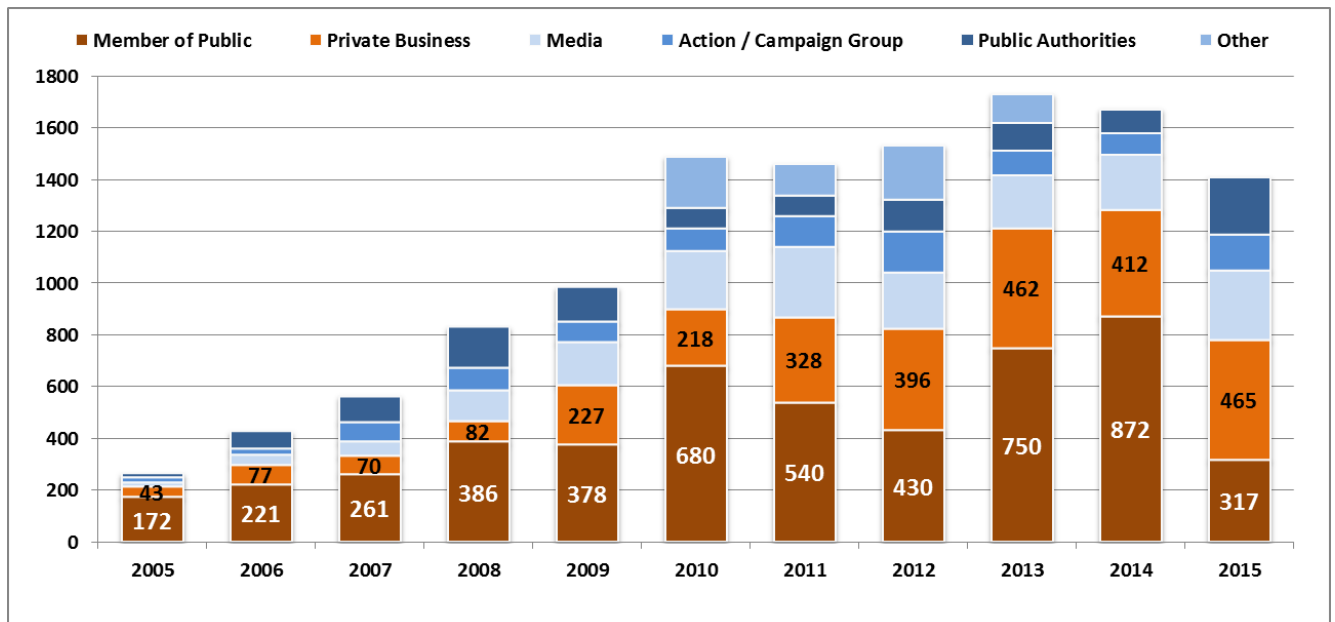
**Service to customer indicators – scorecard quadrant 3**

**FREEDOM OF INFORMATION**

Data for the Q4 shows an increase in the number of freedom of information requests received compared to Q3 (383 in Q4 and 332 in Q3). Private businesses have the highest number of requests consistently throughout the year.



There has been a 16% reduction of FOI from 2014/15 to 2015/16. Although fewer requests have been received from members of the public, there has been a marked increase in requests from Action and Campaign Groups (63% increase) and Public Authorities (136% increase).

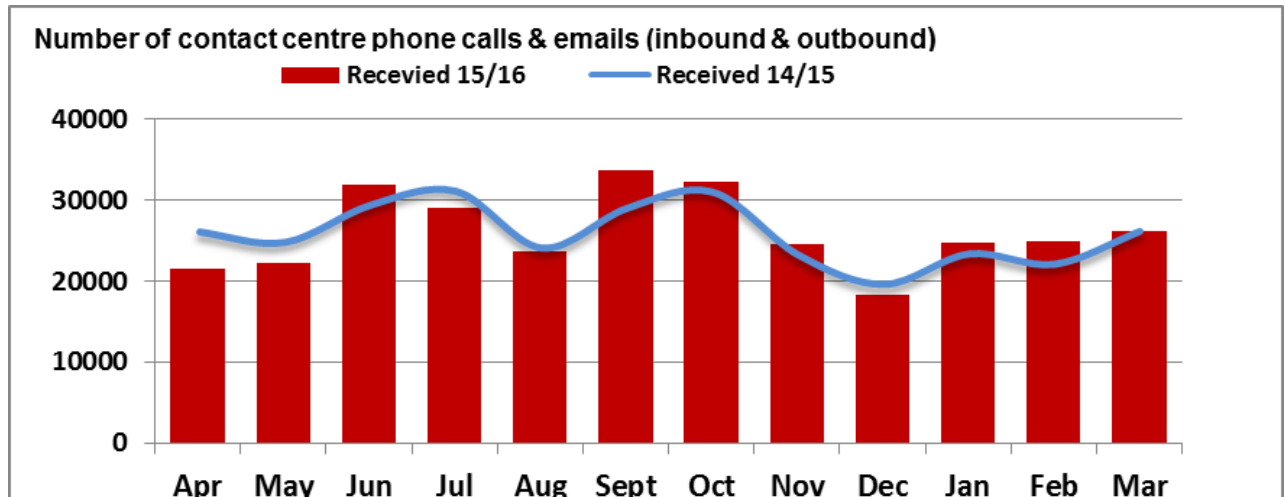


## CUSTOMER SERVICE CENTRE

### Activity

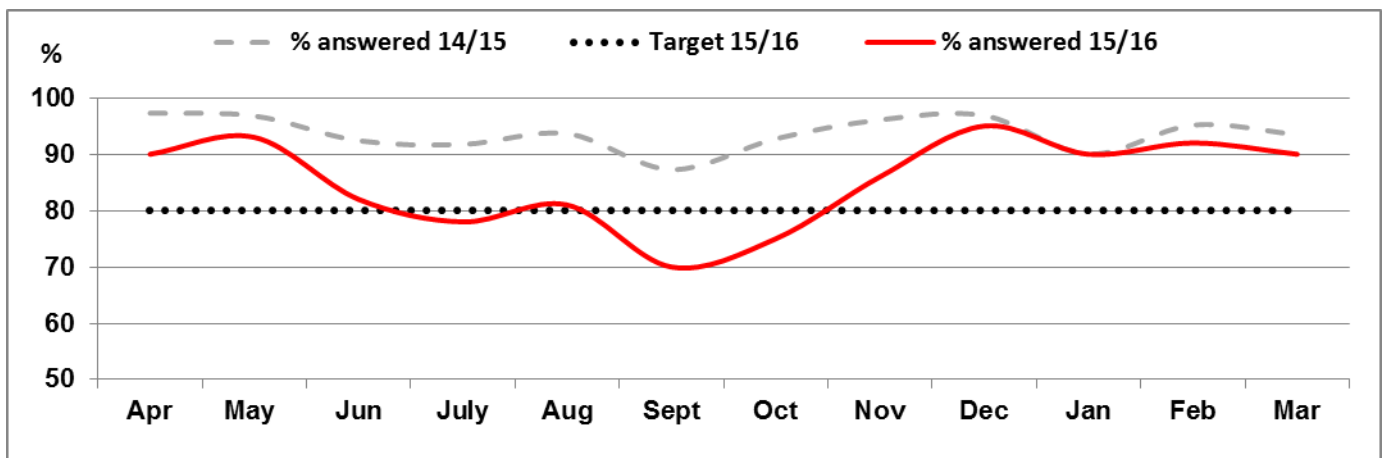
During Quarter 4, the number of Customer Service Centre phone calls and emails increased on December but has remained steady throughout the quarter.

As might be expected with an increase in calls during this period, the percentage of calls being answered has slightly decreased, whilst queueing times have increased.



### Percentage of Incoming Calls Answered<sup>1</sup>

In Q4, there has been a 14% increase in calls offered and answered by the CSC compared to Q3 but there has been a 5% drop in the percentage of calls answered against those offered from December to March 2016. Despite reaching last year's performance for January, fewer calls are being answer when compared to 2014/15.

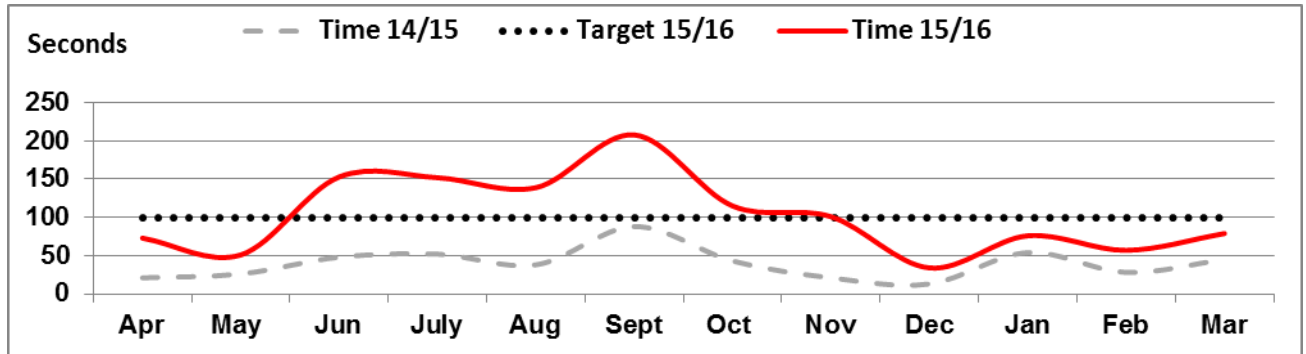


<sup>1</sup> Total number of calls to the Call Centre actually answered by an advisor.

## Time Spent Queuing<sup>2</sup>

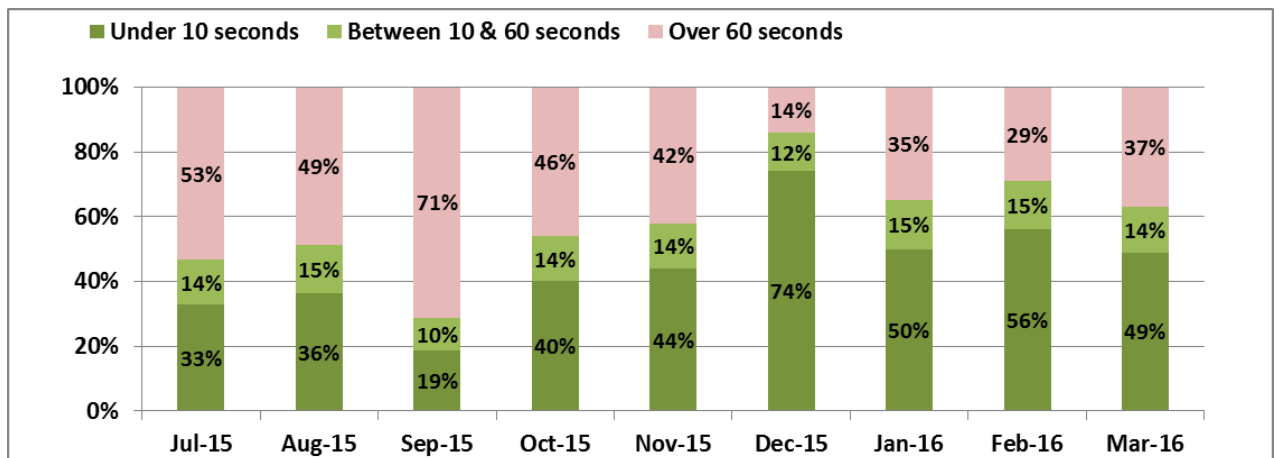
### Average queuing time

Whilst queuing times have fluctuated throughout the year, 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 steadily increased during quarter 4 in line with the increase in the number of calls, this followed a similar trend over the same period in 2014/15.



### Speed of answering calls

Speed of answering calls (in under 10 seconds) has decreased and steadied over quarter 4 from 74% in December to 49% in March.



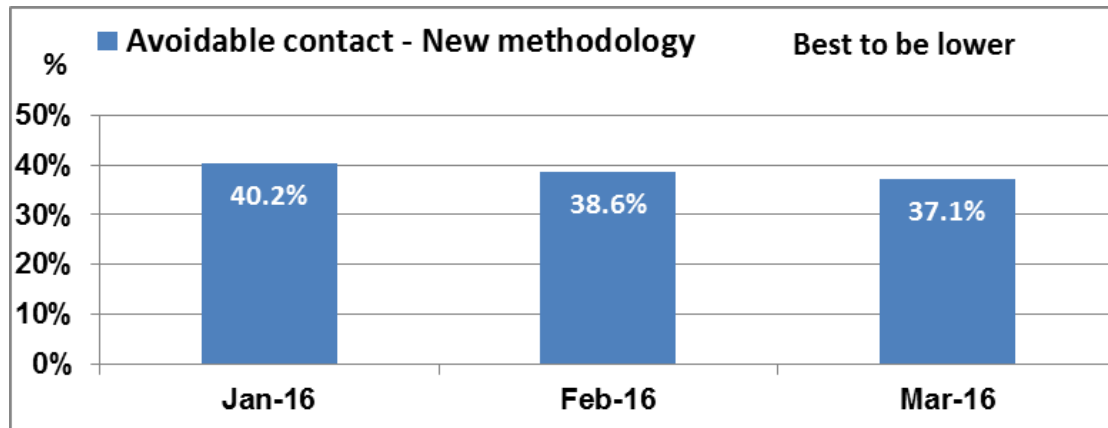
Average queue times over Q3 varied from 57 seconds in February to 1 minute 19 seconds in March. The longest queue time over the period was in January which was over 20 minutes.

<sup>2</sup> The average queuing time of all calls, including those not actually answered.

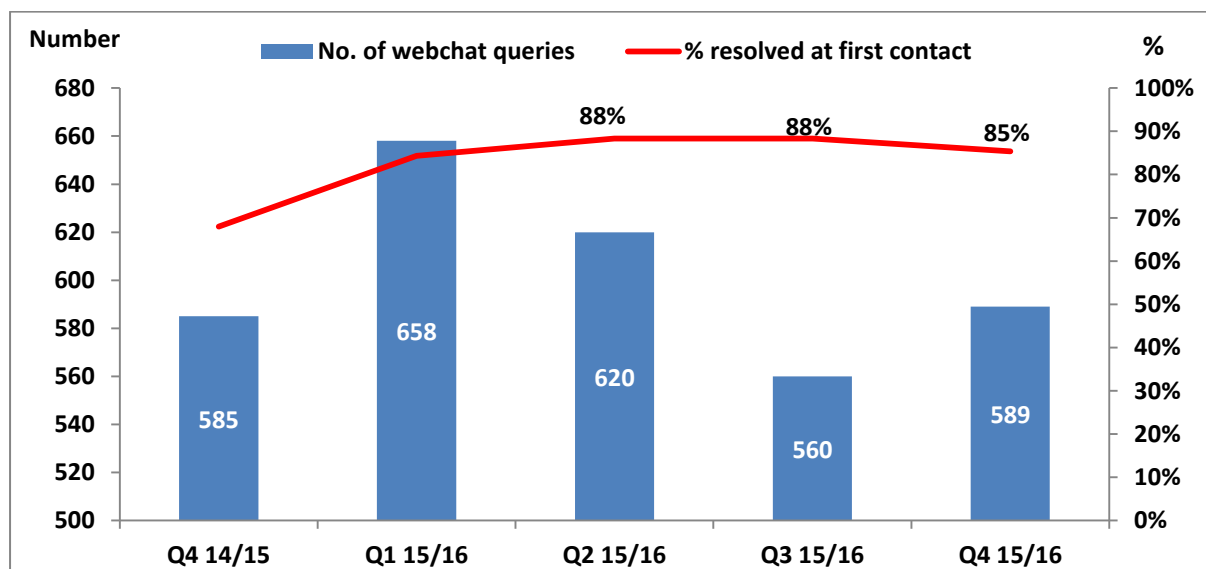
## Avoidable Contact<sup>3</sup>

This data measures the percentage of calls that were avoidable. Lower percentages are better. New methodology has been introduced this quarter to record avoidable contacts so comparable data is unavailable.

## Webchat



Web chat went live on the school admissions internet pages in October 2014. 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 Customer Service Centre. Web chat is currently only available on admission and library pages and the fluctuations in volumes follow the admission time line. Q4 15/16 has remained consistent with Q414/15



<sup>3</sup> 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).