

## ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	<b>Meeting:</b>	<b>Cultural Services and Sport Delegated Powers Meeting</b>
2.	<b>Date:</b>	<b>15 June 2010</b>
3.	<b>Title:</b>	<b>Customer Care – 1 January to 31 March 2010</b>
4.	<b>Directorate:</b>	<b>Environment and Development Services</b>

### 5. Summary

The following report details performance statistics for quarter 4 (January-March 2010), against the Customer First Charter and suggests recommendations for improvement where necessary.

### 6. Recommendations

That Members:

Note the current performance

## 7. Proposals and Details

This report concentrates on the criterion detailed in the Customer First Charter.

Within the Customer First Charter are 5 minimum standards, each underpinned by a number of targets, these are:

We will answer enquiries professionally and courteously, and will aim to achieve the following response times:

<b>Telephone Calls</b>	Answer within 7 rings (21 secs)
<b>Emails/online requests*</b>	Acknowledge within 1 working day, followed by a full response within 10 working days (complaints will be excluded from this and dealt with separately)*
<b>Letters from customers</b>	Acknowledge within 3 working days, followed by a full written response within 10 working days
<b>Appointments</b>	Maximum waiting time of 5 minutes from agreed time
<b>Complaints</b>	If possible, complaints will be sorted on the spot. If this is not possible, complaints will be responded to in line with the Council's Corporate Complaints Procedure.

\* This excludes "personal" email addresses for individuals

### **Developments**

#### ***Self-Monitoring***

Self-monitoring is currently undertaken in Parking Services, Development Control, Visitors Centre, Archives, Museums and Libraries are self-monitored

#### ***Customer Service Excellence***

In order to comply with and as part of the Customer Service Excellence Standard, publication of our Customer Charter statistics will have to be made available to members of the general public. This will be introduced via a dedicated Web Page for EDS. This information will also be made available on a quarterly basis in Customer Service Points/Reception Points.

In addition as part of the Improvement Programme for Customer Service Excellence EDS we need to develop Service/Team based reporting on the standards. An agreed criterion will be produced by the Customer Service Excellence Working Group. In addition this issue will also be raised and agreed at the Customer Access Group if necessary.

## Statistical Information

### % of letter from the public acknowledged within 3 working days, target 100%

Service	No.	In Target	%
Culture & Leisure	26	26	100%
<b>Totals</b>	<b>724</b>	<b>722</b>	<b>99.7%</b>

These figures are only as accurate as the information provided to P&Q

### % of letters responded to from the public within 10 working days, target 100%

Service	No.	In Target	%
Culture & Leisure*	26	26	100%
<b>Totals</b>	<b>724</b>	<b>709</b>	<b>97.9%</b>

\*Green Spaces have only been monitored by P&Q Team since November 2009 - other Services within Culture & Leisure Services i.e. Visitors Centre/Archives/Museums/Library are self-monitored

A system of sending reminders when outstanding letters are approaching the deadline is in place and this is working well and an improvement is evident on previous quarters.

### % of telephone calls answered within 7 rings, target 100%

Both internal and external calls made to an extension number that is covered by the Central Switchboard are monitored Monday – Friday 8:30am – 5:30pm. It is worth noting therefore, that outstations, business centres and community libraries aren't covered within the statistics detailed below.

In addition the figures for quarter 4 show the first figures to be reported since VOIP technology was introduced to the 2<sup>nd</sup> floor, Bailey House. A number of teething problems were experienced initially and it is anticipated that the quarterly figures will fluctuate until the whole of EDS based in Bailey House has moved over onto VOIP technology which is expected to be the end of May, it is normal to expect that by the end of June, all teething problems should have been resolved and more accurate reporting will resume.

Service	%
Culture and Leisure	95.4
<b>EDS Overall</b>	<b>94%</b>

Recommendations to meet target:-

- Staff to ensure calls are diverted to a VOIP Pilot Number when they aren't available or they should log-out of their phone altogether
- Staff to ensure that offices are staffed Monday – Friday 8:30am – 5:30pm
- Senior Managers to be informed where teams are failing to meet target without a valid explanation

### Appointment maximum waiting time of 5 minutes from agreed time, target 100%

EDS are currently performing at **95 %**

Recommendations for improvement:

- Currently statistical information for this area is only available for EDS overall, it is therefore, necessary to amend this information to reflect the performance of each Service Area as is done for the other targets. Revised information will be available shortly
- Staff need to be reminded of the importance of receiving visitors with an appointment promptly and within the 5 minute target

**% of complaints acknowledged and responded to within timescales in the Corporate Complaints procedure, target 100%**

All complaints, comments and compliments for Environment and Development Services are monitored through the Siebel system.

An increase in the number of complaints received during this time period was predominantly due to the inclement weather conditions experienced at the beginning of 2010. The rise in complaints was mainly around missed waste collections and around reimbursement of theatre ticket costs for missed performances.

% of complaints acknowledged with within timescale:

Service	%
Culture and Leisure	100%
<b>EDS Overall</b>	<b>100%</b>

% of complaints dealt with within timescale:

Service	%
Culture and Leisure	100%
<b>EDS Overall</b>	<b>96.2%</b>

In addition to the customer care work undertaken to achieve the Customer Charter staff are also involved in Mystery shopping exercises which is currently being undertaken in relation to a telephone audit.

**Comparisons with other Directorates**

*No update available*

**8. Finance**

The main financial issue regarding customer care issues is in respect of staff time. By improving customer care it should reduce the number of complaints received and the length of time staff are required to deal with customer complaints.

During the last quarter four Stage 2 complaints were investigated at a cost in excess of £2,500. It is suggested that all complaints from Stage 1 through to 3 should be costed. Therefore, from 1<sup>st</sup> June, 2010 officers responding to a complaint will be supplied with a cost calculator to record time spent on the different elements of the complaint and the overall cost to respond. This information will be fed into the Corporate Complaints Forum at regular intervals allowing a corporate reconciliation exercise to be undertaken.

Additional financial implications will be seen if a complaint is upheld and compensation is paid.

## **9. Risks and Uncertainties**

There are risks related to reputation and the customer perception of the Authority.

Risks are also present in terms of the accuracy of the performance information reported for answering letters to the public as the accuracy of this information is based on the timely return of data from each service area.

## **10. Policy and Performance Agenda Implications**

Customer Service Excellence  
Rotherham Achieving, Rotherham Alive and Rotherham Proud.

## **11. Background Papers and Consultation**

All letters, comments and complaints are logged on Siebel or the Answering Letters from the Public Database

A visitor waiting time log is kept in the Performance and Quality Section and the supporting data is supplied by Business Support.

Orbital reports on answering the telephones are distributed to managers on a monthly basis. A summary spreadsheet of performance on answering telephones is kept in the Performance and Quality Section

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