



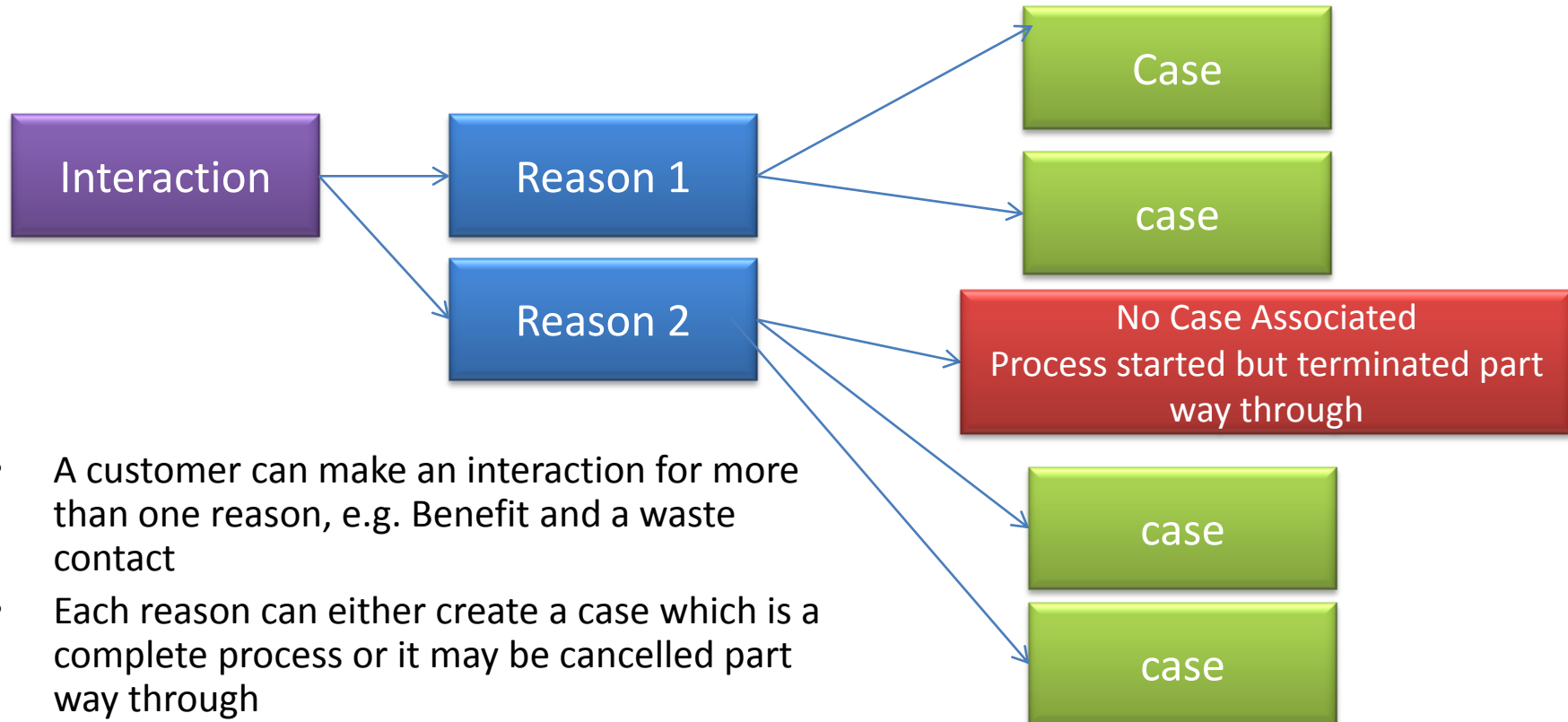
Community Engagement Scrutiny Review

Customer Contact Centre - Statistical Data for 2012

Introduction

- Around 235,000 records have been analysed between Jan and Dec 2012
- Each contact has been linked to a ward via the person making the call (interaction address)
- From this you can see:
 - The channel used for the interaction
 - The reason for the call
 - Whether a case has been created, some contacts get terminated or abandoned half way through. This could be due to eform problems or customer changing mind.
- Note:
 - some contacts come from outside the York area.
 - Not all contacts to the council are recorded on the CRM
 - Some contacts don't get recorded on LAGAN

Understanding CRM Process



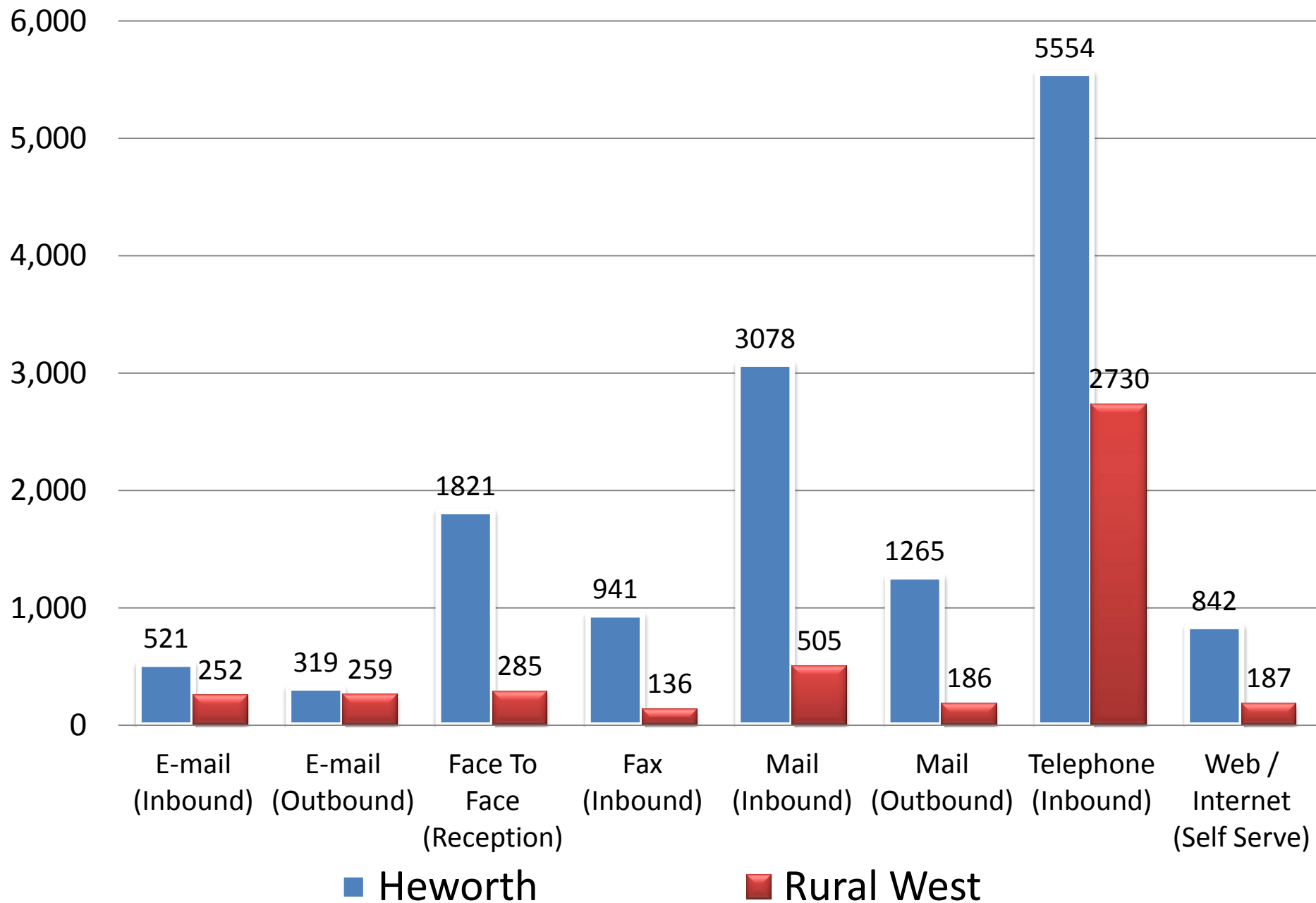
- A customer can make an interaction for more than one reason, e.g. Benefit and a waste contact
- Each reason can either create a case which is a complete process or it may be cancelled part way through
- Each reason could create several cases, e.g a benefit call may create a change of address and a new claim.

Summary

- Heworth generates 3 times the amount of contact compared to RWY (14342 vs. 4541 interactions)
 - Considering Heworth has 13,725 people in the ward and Rural West York has 10,518, then the level of contact from Heworth is significantly higher per 1000 population
 - Heworth Contact = 1045 per 1000 population
 - Rural West York = 432 per 1000 population
- 60% of contact comes via the telephone in Rural West York compared to 38% in Heworth ward
- Postal Mail proportion in Heworth is double, e.g. due to the type of contact (i.e. Benefit claims).
- A higher proportion self serve in Heworth, e.g. again due to type of contact (e.g. Student discount self serve)
- Face to face visit proportion is double in Heworth, e.g. due to closer proximity to city centre
- Slightly more contact comes in between 9am and 11am for Rural West.

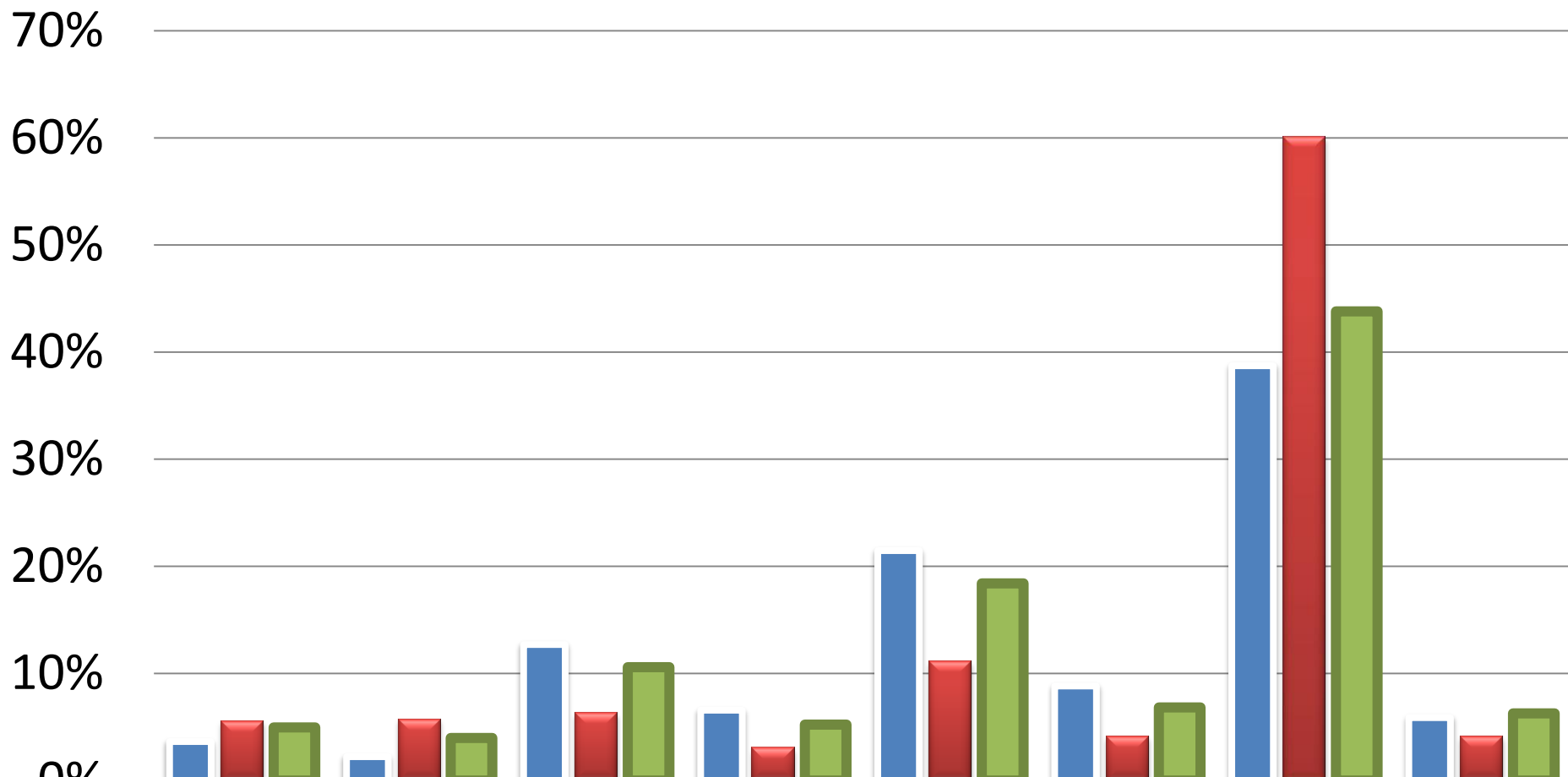
CRM Number of Interactions by channel 2012

Annex C



CRM – Proportion of Interactions by channel 2012

Annex C

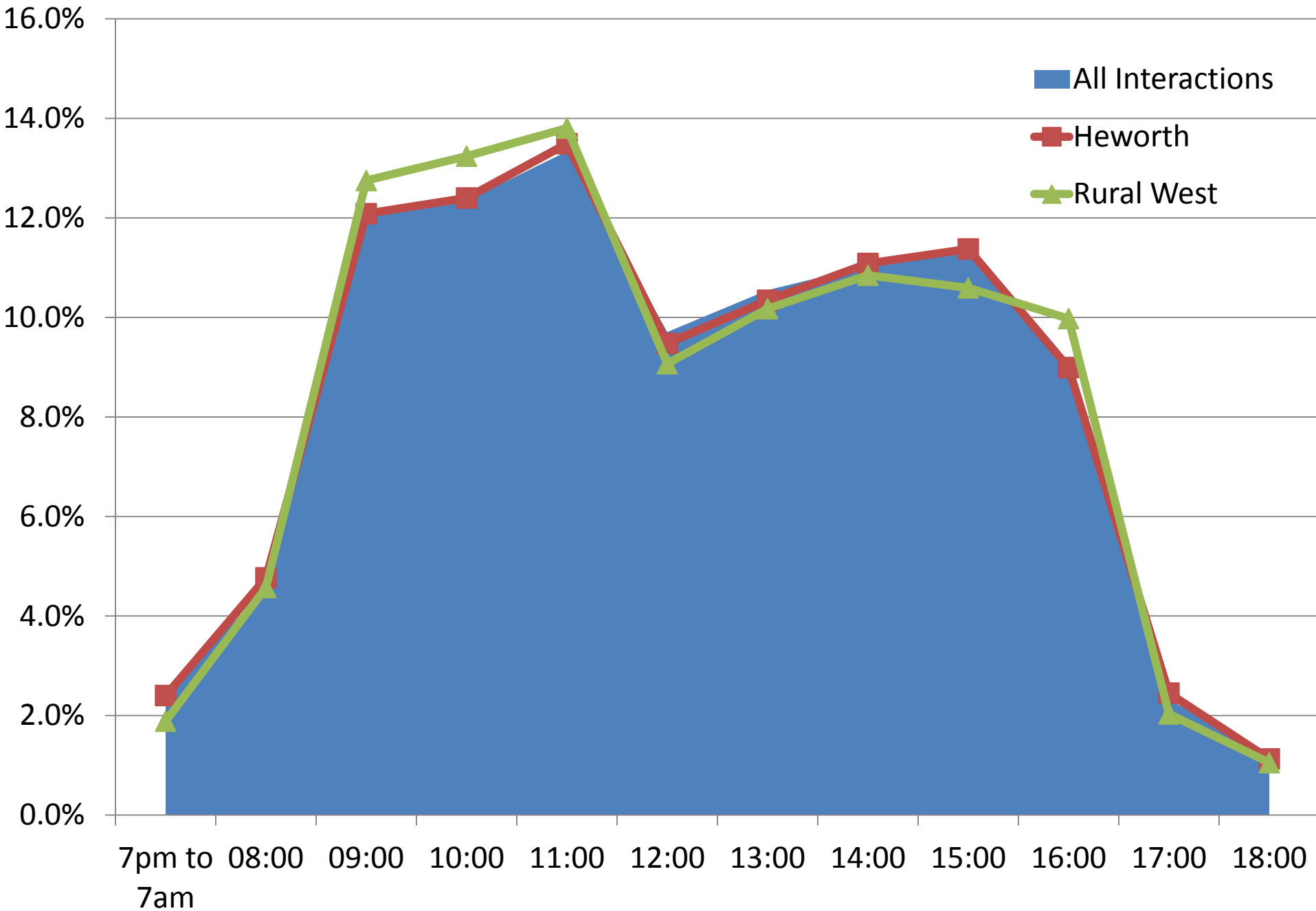


	E-mail (Inbound)	E-mail (Outbound)	Face To Face (Reception)	Fax (Inbound)	Mail (Inbound)	Mail (Outbound)	Telephone (Inbound)	Web / Internet (Self Serve)
Heworth%	3.6%	2.2%	12.7%	6.6%	21.5%	8.8%	38.7%	5.9%
Rural West%	5.5%	5.7%	6.3%	3.0%	11.1%	4.1%	60.1%	4.1%
York%	5.0%	4.0%	10.6%	5.2%	18.4%	6.8%	43.8%	6.3%

■ Heworth% ■ Rural West% ■ York%

Timeline of contacts for 2012

Annex C

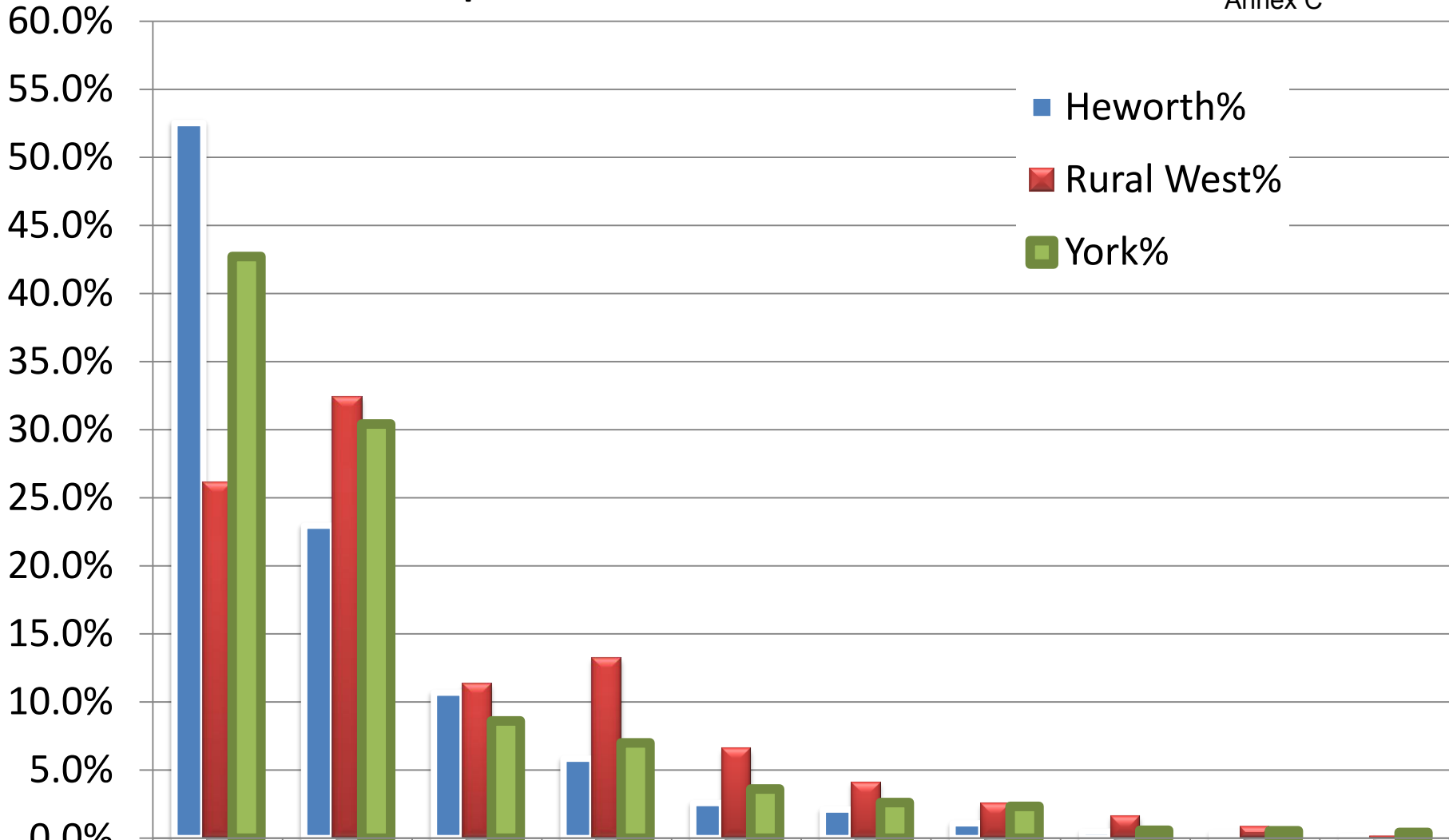


Reason Summary

- People living in Heworth ward tend to contact more for benefit reasons than those in Rural West York
 - Benefit contact takes up just over 52.5% of contact in Heworth compared to Rural West York at 26.1%
- People living in Rural West York tend to contact more about environmental issues than Heworth.
 - 13.2% contact about rubbish, waste or recycling in Rural West York compared to 5.8% in Heworth
 - 6.6% contact about roads, highways and pavements compared to 2.6% in Heworth
 - 2.5% contact about street care compared to 1.1% in Heworth
- Council tax takes up the highest proportion in Rural West with 32.4% of contacts compared to 23% in Heworth

Top 10 Reasons for Contact 2012

Annex C



	Benefits	Council Tax	Sign Posting	Recycling Rubbish & Waste	Roads Highways And Pavements	Feedback	Street Care And Cleaning	Environmental Health	Complaint	Spam
Heworth%	52.5%	23.0%	10.7%	5.8%	2.6%	2.1%	1.1%	0.5%	0.4%	0.1%
Rural West%	26.1%	32.4%	11.3%	13.2%	6.6%	4.1%	2.5%	1.6%	0.8%	0.2%
York%	42.7%	30.4%	8.6%	7.0%	3.6%	2.6%	2.3%	0.6%	0.5%	0.4%

Top 10 Reasons for Contact in 2012

Reason	Heworth	Rural West	York	Heworth%	Rural West%	York%
Benefits	8661	1440	99967	52.5%	26.1%	42.7%
Council Tax	3785	1786	71195	23.0%	32.4%	30.4%
Sign Posting	1762	625	20141	10.7%	11.3%	8.6%
Recycling Rubbish & Waste	962	729	16365	5.8%	13.2%	7.0%
Roads Highways And Pavements	425	362	8435	2.6%	6.6%	3.6%
Feedback	346	226	6113	2.1%	4.1%	2.6%
Street Care And Cleaning	179	139	5447	1.1%	2.5%	2.3%
Environmental Health	79	88	1360	0.5%	1.6%	0.6%
Complaint	68	44	1259	0.4%	0.8%	0.5%
Spam	24	9	983	0.1%	0.2%	0.4%
	16492	5514	234040	100.0%	100.0%	100.0%

Top 10 Reasons for Contact in 2011

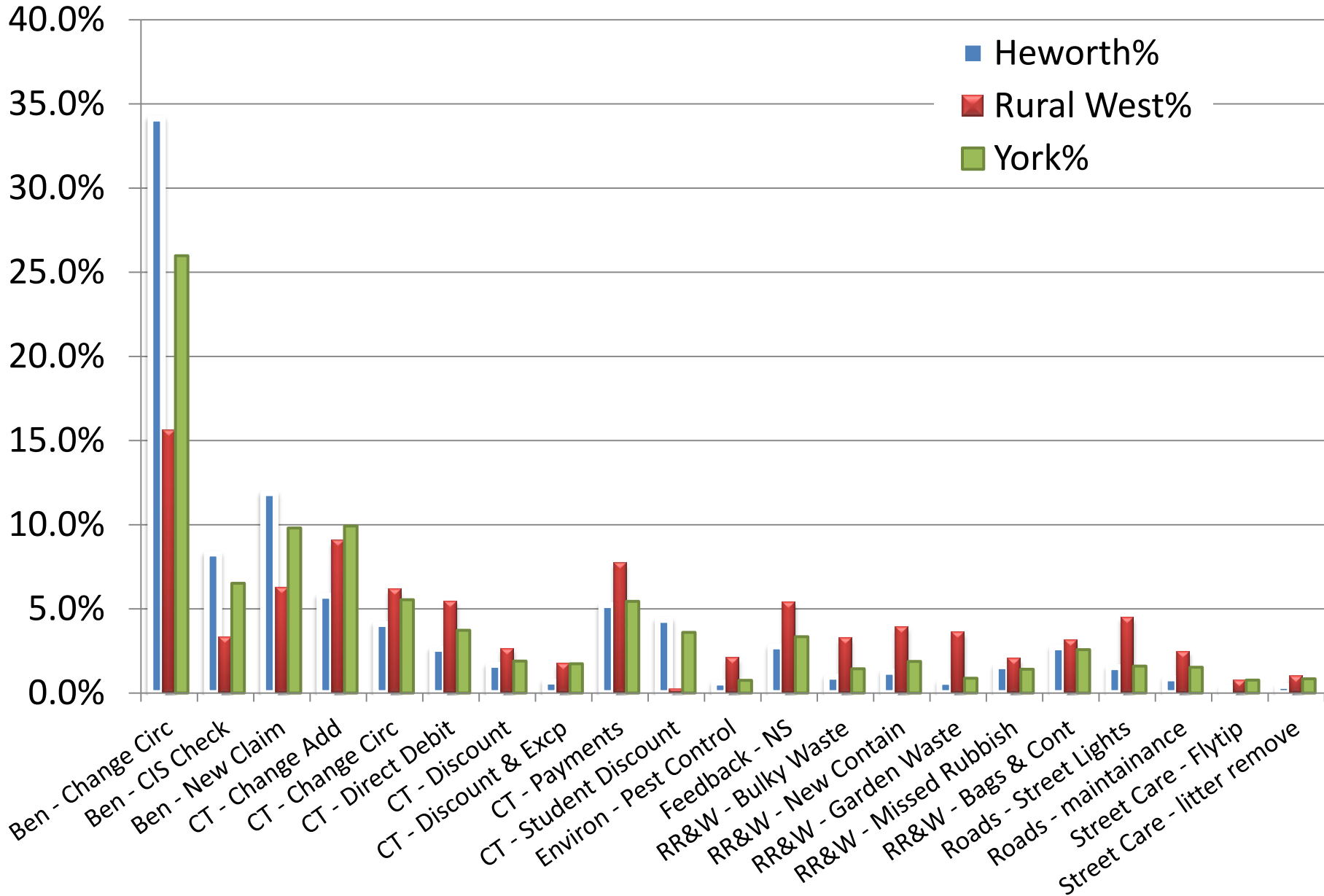
Reason	Heworth	Rural West	York	Heworth %	Rural West%	York%
Benefits (200008)	8633	1736	109639	43.5%	25.9%	40.2%
Council Tax (200028)	2867	1622	60927	14.5%	24.2%	22.3%
Sign Posting (800001)	5204	1277	45002	26.23%	19.1%	16.5%
Recycling Rubbish & Waste (200084)	1262	911	20130	6.4%	13.6%	7.4%
Feedback	530	259	8843	2.8%	3.9%	3.2%
Roads Highways and Pavements (200083)	523	240	8119	2.6%	3.6%	3.0%
Customer Portal	282	166	7015	1.4%	2.5%	2.6%
Street Care And Cleaning (200089)	135	169	5808	0.7%	2.5%	2.1%
Environmental Health (200040)	110	115	1742	0.6%	1.7%	0.6%
Complaint	68	54	1253	0.3%	0.8%	0.5%
Grand Total	19841	6692	272749	100.00%	100.00%	100.00%

Cases Created Summary

- The following looks at the top 20 types from cases created for the whole of York and how this compares in RWY and Heworth
- Just over 90% of cases created comes from these top 20 types
- The biggest type for both is a change of circumstance contact for benefits with a higher proportion in Heworth than Rural West (26% vs 16%)
- New benefit claims makes up 11.9% of cases compared to 6.3% in RWY.
- A higher proportion of council tax payment and direct debit cases are created in Rural West York.
- As you would expect student discount cases take up a much higher proportion of cases created than RWY – due to high student population.

Top 20 cases created by type

Annex C



Top 20 Overall Cases (by type) created

Cases Created - Top 20	Type	Heworth	Rural West	York	Heworth%	Rural West%	York%
Benefits (200008)	Change Of Circumstance	4136	641	46149	34.1%	15.6%	26.0%
Benefits (200008)	CIS Check	1004	136	11580	8.3%	3.3%	6.5%
Benefits (200008)	New Claim	1439	258	17425	11.9%	6.3%	9.8%
Council Tax (200028)	Change of address	700	371	17634	5.8%	9.0%	9.9%
Council Tax (200028)	Change Of Circumstance	497	252	9852	4.1%	6.1%	5.5%
Council Tax (200028)	Direct Debit	318	224	6626	2.6%	5.5%	3.7%
Council Tax (200028)	Discount	203	108	3380	1.7%	2.6%	1.9%
Council Tax (200028)	Discount And Exemptions	82	71	3095	0.7%	1.7%	1.7%
Council Tax (200028)	Payments	633	317	9673	5.2%	7.7%	5.4%
Council Tax (200028)	Student Discounts And Exemptions	526	10	6400	4.3%	0.2%	3.6%
Environmental Health (200040)	Pest control	75	85	1339	0.6%	2.1%	0.8%
Feedback	Neighbourhood Services	336	222	5950	2.8%	5.4%	3.4%
Recycling Rubbish & Waste (200084)	Household Waste - bulky waste collection	117	134	2563	1.0%	3.3%	1.4%
Recycling Rubbish & Waste (200084)	Household waste - new containers	153	160	3339	1.3%	3.9%	1.9%
Recycling Rubbish & Waste (200084)	Household Waste Collection - Garden Waste	80	149	1561	0.7%	3.6%	0.9%
Recycling Rubbish & Waste (200084)	Household Waste Collection - Missed Rubbish	193	83	2516	1.6%	2.0%	1.4%
Recycling Rubbish & Waste (200084)	Recycling - Bags and Containers	329	129	4583	2.7%	3.1%	2.6%
Roads Highways And Pavements (200083)	Lighting - Street Lights	186	184	2844	1.5%	4.5%	1.6%
Roads Highways And Pavements (200083)	Road maintenance	106	101	2727	0.9%	2.5%	1.5%
Street Care And Cleaning (200089)	Flytipping	40	31	1363	0.3%	0.8%	0.8%
Street Care And Cleaning (200089)	Refuse - Litter - Removal	51	40	1501	0.4%	1.0%	0.8%
	Top 20 % of total	11204	3706	162100	92.4%	90.3%	91.3%
Total Types	Grand Total	12120	4106	177610	100.0%	100.0%	100.0%

Overall Summary

- Due to the different demographics in each of these wards you would expect the type and channel of contact to be different
 - Far more students and lower income residents live in Heworth therefore as you've seen benefit calls are high
 - More houses in Rural West York have gardens therefore generating more calls about bulky and garden waste.
 - The proximity of Rural West to York and the nature of their contact also makes residents more likely to call and email the council.