PROUD OF OUR PAST, OUR PRESENT AND FOR OUR FUTURE

Customer Interactions Dashboard – Progress Update

Walsall Council

What are we striving for?

A clear view of customer interactions whether this be via:

- Online channels/services
- Customer Experience Centre
- Direct calls to services
- Email

Enabling informed decision making and to provide residents with a consistent experience.

What we have developed

All Customer Interactions Dashboard

Provides a high-level summary of customer service and experience across Walsall Council.

Developing fully automated process to monitor telephony and customer service systems.

Consistent data from most telephony channels since April (shown here)

Work in progress.

Initial insight and limitations

Insight for Q1 and Q2 2024/25

- **322,448 Total Contacts**
- **293,576 Telephony contacts**
- Consistent level of contacts through other digital channels
- Customer Engagement telephony demonstrated **lower unanswered call rates (9.1% versus 21.1%)** and **longer call times (avg. 4 min)**, both over the period and contrasted to calls received outside of Customer Engagement
- Customer Engagement accounts for approx. **57.7%** of telephony contacts and outside of Customer Engagement is **42.3%**
- Successful Bot Launch, with a peak of almost **4,000 sessions** in a month

Limitations

- Average wait is not a true representation *e.g.* call cut-off time can vary by queue and service area, ranging 30 seconds to 45 minutes
  Subsequently wait time metrics are being reviewed
  - **80%** of non-CXC telephony channels have a cut off time
  - **Table 1** details the 3 busiest queues outside of CXC, and their cut off times

Table. 1

	Queue Name	Total Calls	Queue Cap
1	Bloxwich Leisure Centre	10,302	15 mins
2	Oak Park Leisure Centre	8,911	20 mins
3	Centralised Duty Team	7,642	3 mins

Next steps

- Developing the inclusion of interactions via email and other smaller portals
- Increased automation of data into the dashboard
- Carry out more analysis into real average wait times outside of the Customer Engagement and identify repeat callers and true abandonment rates
- Agree a more consistent methodology to wait time cut off
- As more time elapses, seasonal demand will be used to forecast potential service demand