

Customer Operations Overview of 2024-25

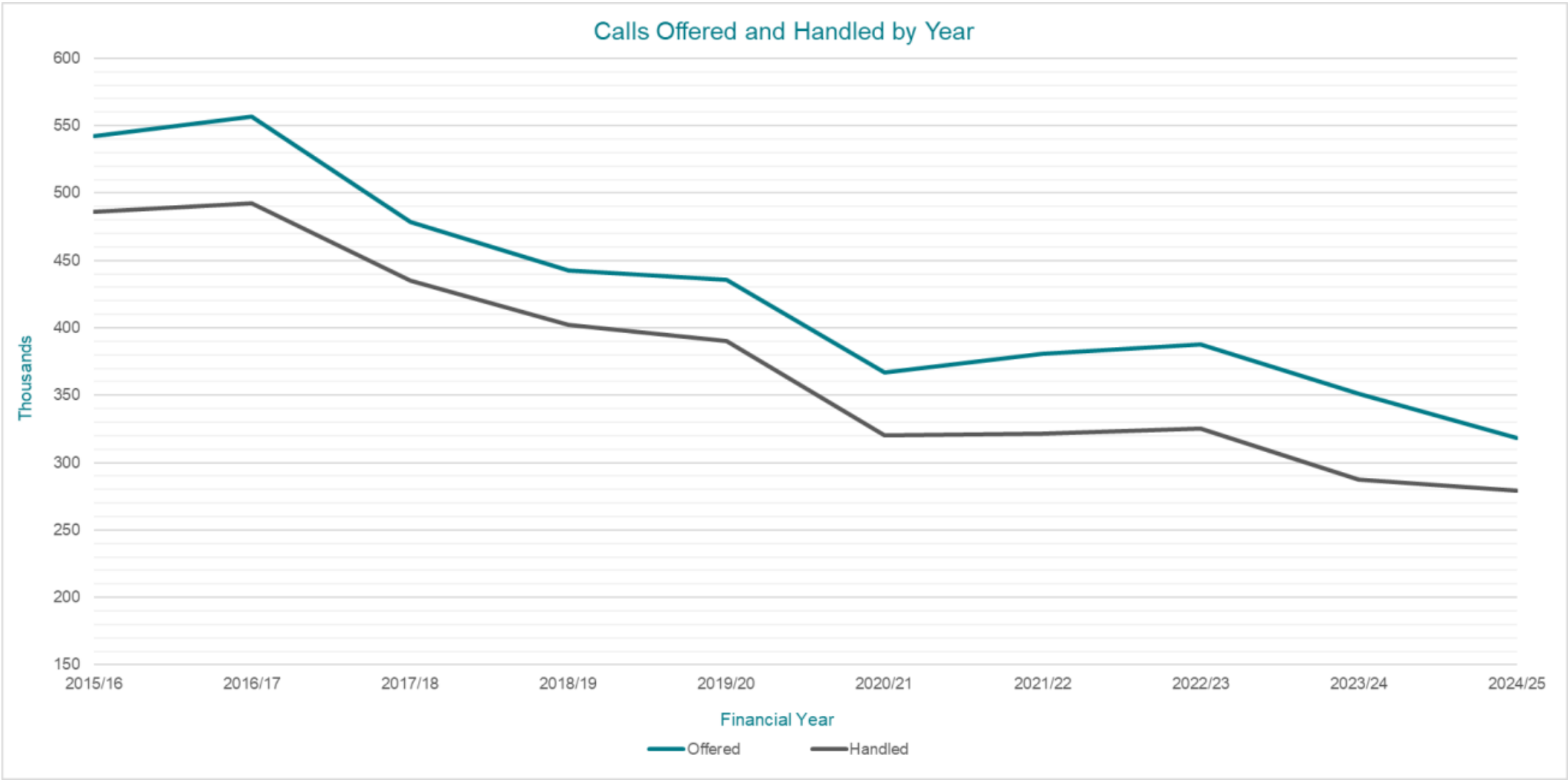
Our vision is to deliver a resident-focused, effective and fit for purpose Customer Operations service with our dedicated team at the heart of everything we do.

We will nurture a culture of continuous improvement by understanding the reasons behind resident contact and proactively seek opportunities to improve the customer experience and reduce avoidable contact through using data, technology, and the insights of our teams, services residents and elected members.



Contact Centre: Call Volumes Summary

Call volumes have been significantly decreasing over the past 10 years with a 41% decrease comparing 2015/16 to 2024/25



Contact Centre: Call Volumes Summary

Year	Offered	Handled	% Offered difference from previous year
2015/16	542369	486274	8.23%
2016/17	557007	492099	2.63%
2017/18	478522	434762	16.40%
2018/19	442881	402279	8.05%
2019/20	435728	390386	1.64%
2020/21	367189	320306	18.67%
2021/22	380919	321361	3.60%
2022/23	388025	325223	1.83%
2023/24	351181	287486	10.49%
2024/25	318424	279305	10.29%

41% reduction in calls offered comparing 2015/16 to 2024/25
43% reduction in calls handled comparing 2015/16 to 2024/25

Contact Centre: Telephony Summary: 1 April 24 – 31 March 25

Service	Calls Offered	Calls answered	% answered	Average wait time	% of calls offered overall	Volume Rank (highest to lowest)
Council Tax	47534	32624	68.63%	0:17:20	22.89%	1
Housing Options	28981	22733	78.44%	0:11:14	13.96%	2
Waste and Recycling	27647	22311	80.70%	0:08:05	13.31%	3
Helpline	17135	16385	95.62%	0:01:29	8.25%	4
Switchboard	12390	11913	96.15%	0:00:50	5.97%	5
Benefits	11097	7893	71.13%	0:18:52	5.34%	6
Payments	10205	9961	97.61%	0:00:31	4.91%	7
School Admissions	9204	7669	83.32%	0:06:14	4.43%	8
Registrars	8317	7775	93.48%	0:02:04	4.01%	9
Env Health	7441	5899	79.28%	0:07:04	3.58%	10
Blue Badge	6753	5747	85.10%	0:05:53	3.25%	11
Highways	4995	3981	79.70%	0:07:02	2.41%	12
Libraries	4743	3549	74.83%	0:02:55	2.28%	13
Elections	4695	4480	95.42%	0:01:37	2.26%	14
Pest Control	4207	3672	87.28%	0:05:05	2.03%	15
Environment	1927	1580	81.99%	0:05:43	0.93%	16
Street Lighting	391	371	94.88%	0:01:30	0.19%	17
Auto Switchboard	53358	53358	100.00%	0:00:00	n/a	n/a
Auto Payments	57652	57652	100.00%	0:00:00	n/a	n/a
Totals	318424	279305	87.71%	0:06:05	-	-

Contact Centre: Email Volumes Summary

Year	Handled	% difference from previous year
2015/16	25658	12.92%
2016/17	37987	32.46%
2017/18	31818	19.39%
2018/19	32656	2.57%
2019/20	27328	19.50%
2020/21	40341	32.26%
2021/22	39463	2.22%
2022/23	35457	11.30%
2023/24	33384	6.21%
2024/25	28666	16.46%

There has been a 10% increase in emails comparing 2024-25 to 2015-/16.

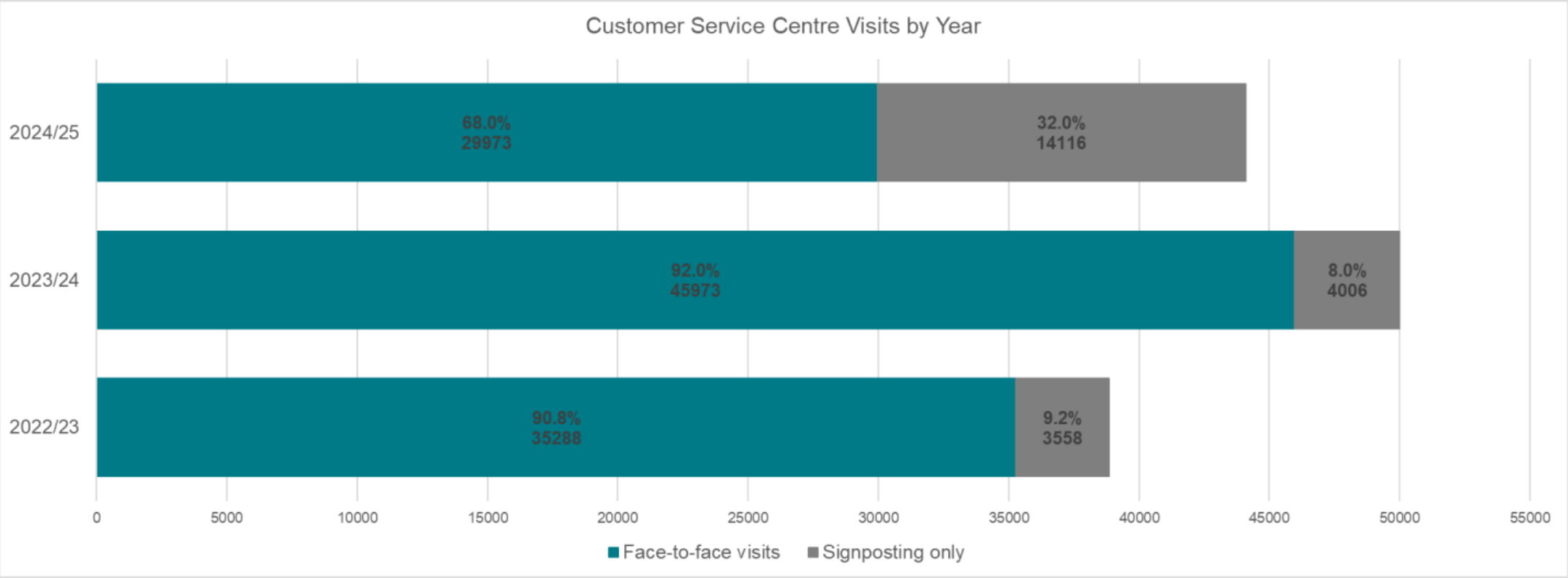
Email volumes have increased over the years due to the creation of web forms and the focus to move residents online however, they are decreasing again as more webforms are integrated directly into systems – this will remain a focus in 2025-26 to significantly reduce emails and increase directly integrated e-forms.



Customer Service Centre: Visit Summary: 18 July 24 – 31 March 25

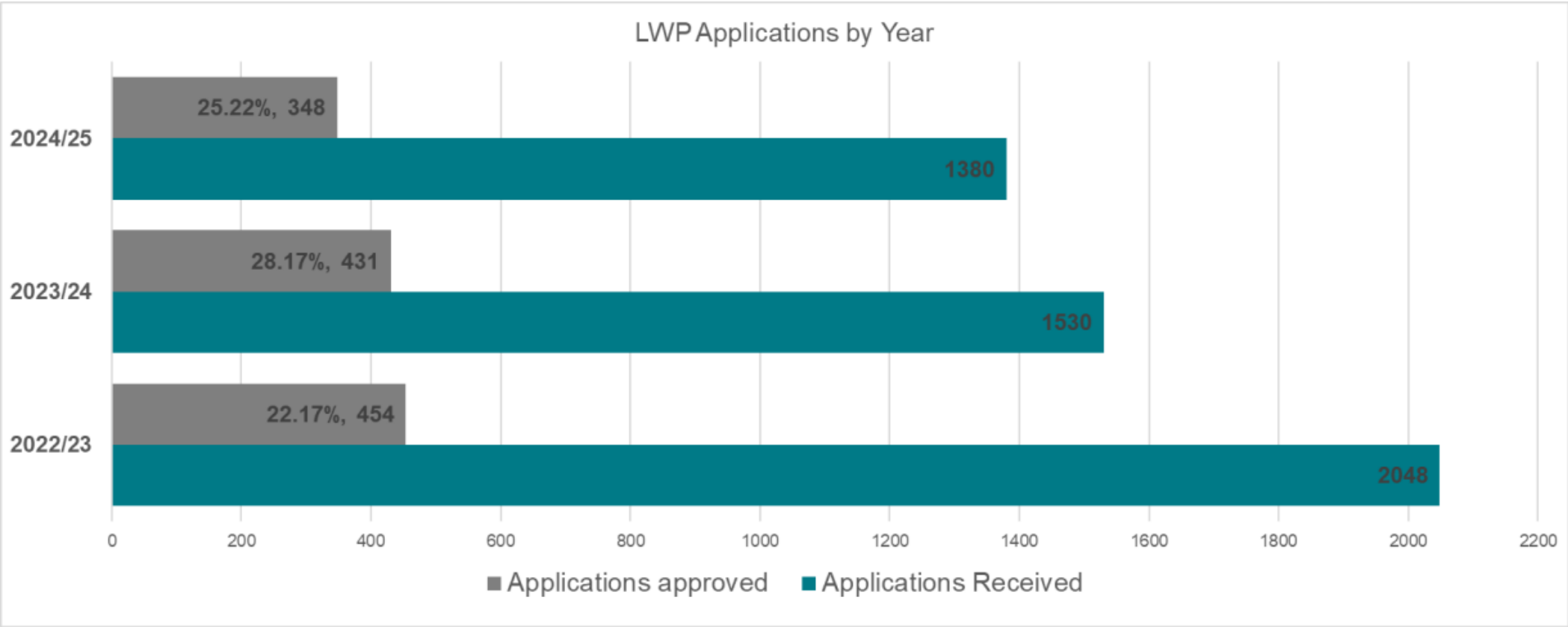
Service	Face-to-face visits	Average wait time	Volume Rank (highest to lowest)
Benefits	2812	0:08:46	2
Blue Badge	1205	0:08:33	3
Council Tax	10194	0:09:02	1
Free School Meals	405	0:09:45	4
Signposting only	13038	n/a	n/a

QMatic was introduced on 18 July 2024 as the service opened in its new location at Spindles – this has enabled us to provide more detailed information e.g. wait times. Prior to QMatic being introduced there was not a clear separation in the data between actual face-to-face visits and signposting only. Housing Options and client finance customers were also included in with the face-to-face visits.



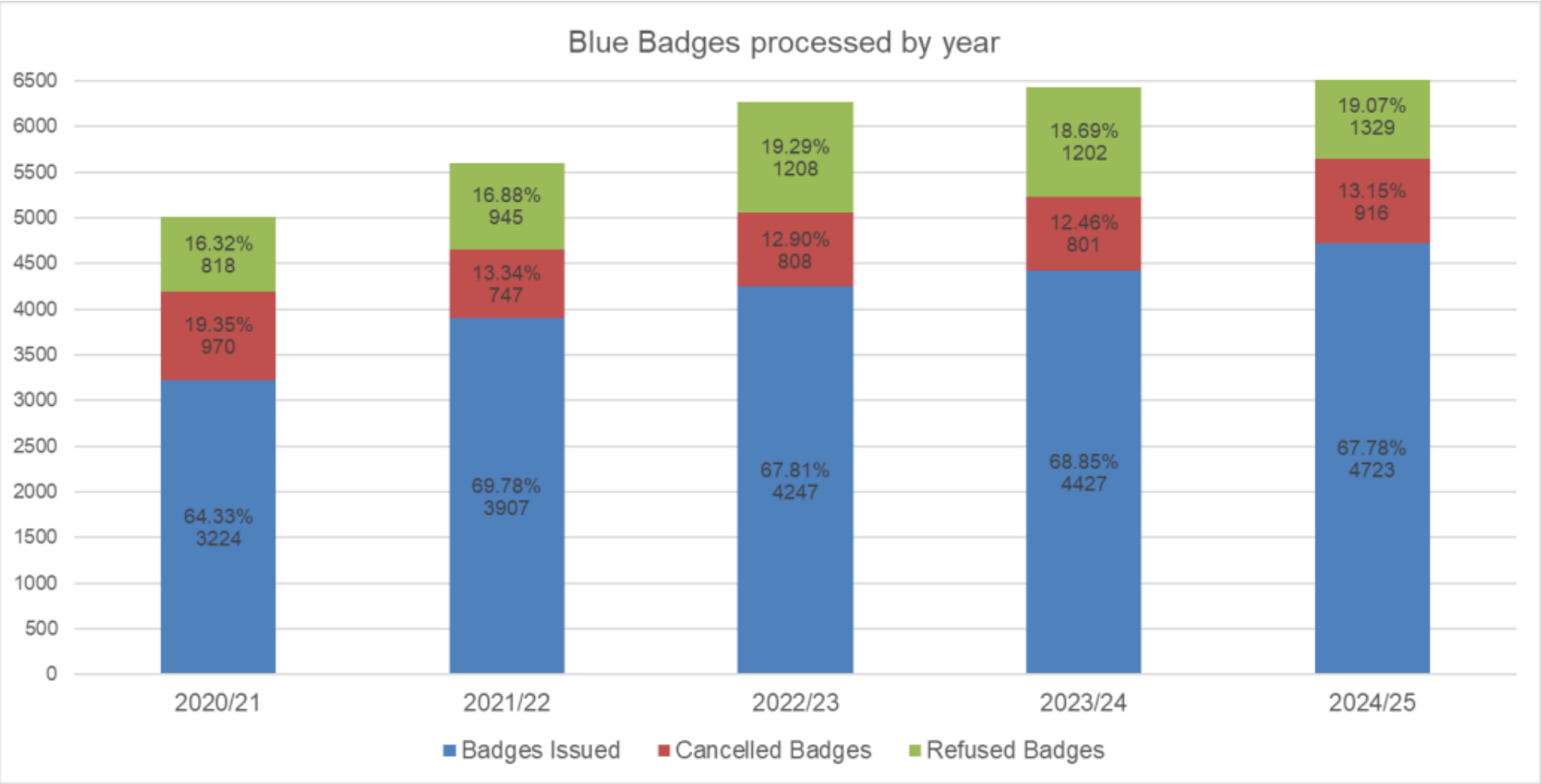
Local Welfare Provision Summary: 1 April 24 – 31 March 25

Year	Applications received	% Difference from prev. year	Applications processed	Average number of days to process	% processed within 3 working days (KPI)	Number of applications approved / partially approved	% of applications approved / partially approved	Number of telephone queries
2024/25	1380	10.87%	1356	2	92.18%	348	25.22%	617
2023/24	1530	33.86%	1530	2	92.42%	431	28.17%	698
2022/23	2048	14.89%	1971	6	86.56%	454	22.17%	N/A



Blue Badge Processed Summary: 1 April 24 – 31 March 25

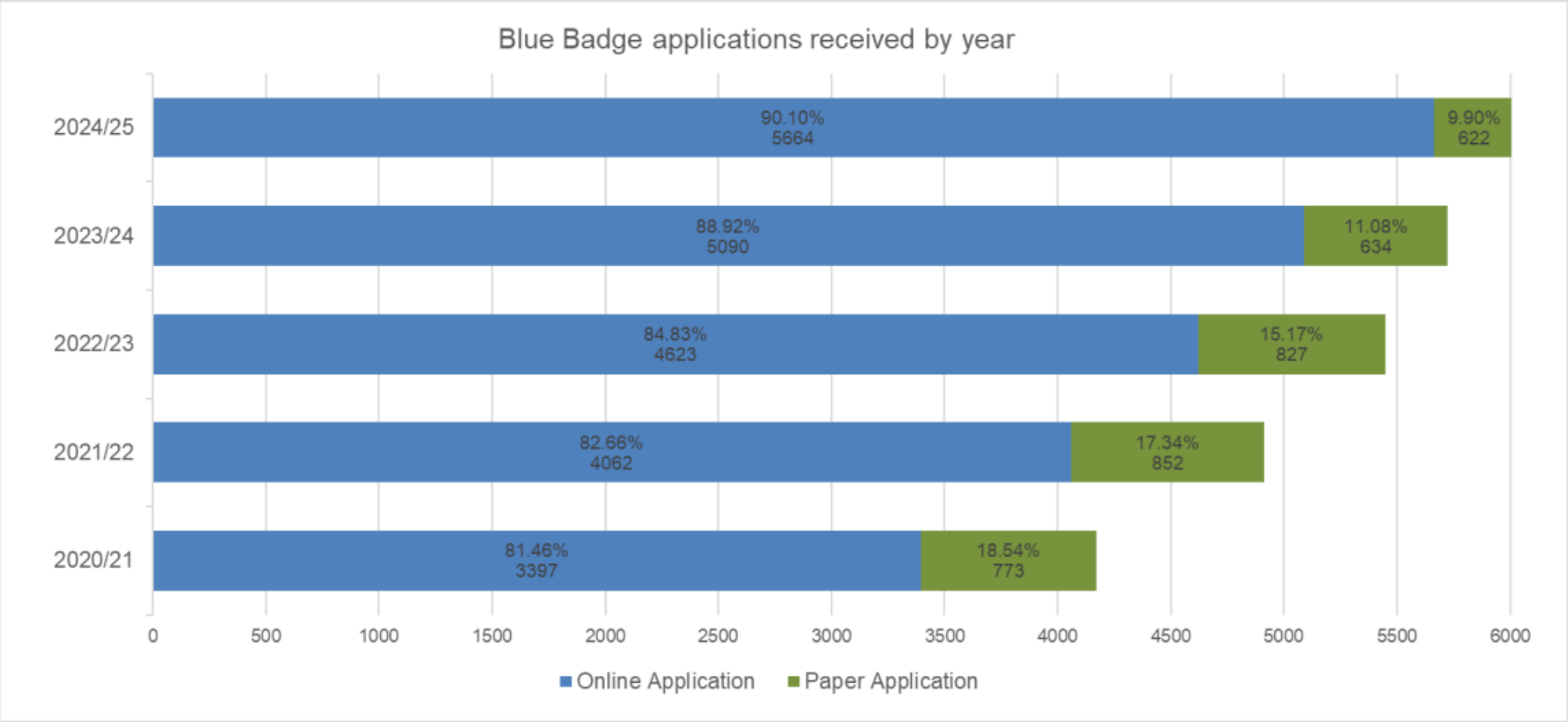
Applications Processed	Average number of working days from application to completion	Average number of working days from IMA referral to decision	Total number of applications received	Applications received online	Applications received in the post	Total number of Appeals
6968	33	17	6286	5664	622	71



Blue Badge: Application Summary

Year	Applications received	% Difference from previous year	% Paper Applications	% Online Applications
2024/25	6286	8.94%	9.90%	90.10%
2023/24	5724	4.79%	11.08%	88.92%
2022/23	5450	9.83%	15.17%	84.83%
2021/22	4914	15.14%	17.34%	82.66%
2020/21	4170	17.87%	18.54%	81.46%

There has been a 34% increase in Blue Badge applications received comparing 2020/21 to 2024/25



Performance: April 2024 – March 2025

KPI	Measure	Performance 2024-25	Performance 2023-24	23/24 vs 24/25
Customer Support Centre: % calls answered	89%	87.71%	81.85%	5.86%
Customer Support Centre: Customer Satisfaction	90%	91.33%	90.97%	0.36%
Customer Support Centre: Average wait time	0:12:00	0:06:05	0:09:07	0:03:02
Customer Service Centre: Average wait time	Not set	0:09:02	n/a	n/a
Customer Service Centre: Customer Satisfaction	Not Set	97.06%	n/a	n/a
LWP: % applications processed within 3 working days	90%	92.14%	92.42%	0.28%
Blue Badge: Average working days from application to decision	Not Set	32	27	5
Blue Badge: Average working days taken from referral for IMA to appointment	Not Set	17	58	41

PI	Measure	Performance 2024-25	Performance 2023-24	23/24 vs 24/25
Customer Support Centre: % emails handled within 5 working days	97%	99.94%	99.99%	0.05%

Compliments

"I would just like to say thanks very much to Bash in your team who was very helpful to myself and my daughter today. This issue I've had has caused me a great amount of anxiety this week and yet it was sorted out so very quickly once we spoke with Bash today. Bash is very knowledgeable, efficient and his customer service skills are second to none and he demonstrated empathy and care towards us."

"Went to enquire about a issue the ladies on reception where absolutely superb great help did what I couldn't do many thanks and the 2 gentlemen in reception very helpful."

"Thank you to Aqeela and June. They do a wonderful job and are a credit to Oldham Council :) xx"

"I called to speak to the Blue Badge Team and spoke with Paul who was understanding, kind and put me at ease as some of the information he required I didn't have to hand. His personality shone through, and I felt good during the call."

"June was able to give us advice and support and she was so caring and compassionate as well as absolutely knowing her stuff! Her communication was great and she gave what initially felt like a remote process from the Government website a real personal touch."

"I honestly can't tell you how much stress you have taken off me and how much it's appreciated. You're an absolute star and just lovely. An asset to the council, thank you"

"Paul, one of your workers is above this he is really understanding and made me feel better in my self in this tough time he is a credit to work for you and I hope you appreciate how kind and caring and obviously passionate about his job I will never forget this tough time and I will never forget Paul and his caring attitude thanks again."