# CUSTOMER SUPPORT SERVICES - Service Annual Performance Review 2021/22

**DELIVERING OUR OUTCOMES – Our case studies help illustrate the positive contribution the Service has made to our communities and provides examples of good service delivery.**

**Corporate Outcome – People Live Active, Healthier and Independent Lives**

Business Outcome BO101: We Ensure Information and Support is Available for Everyone Choices

**a). Success Measure: CSS101_01-Improve the accuracy rate for registration for our births, deaths and marriages by the council's Registration Service.**

The National Records of Scotland independently audit all council registration services for accuracy of registration and look back on the previous full year,

enquiries for the Vaccination Hub and helped NHS Highland meet its target of having over 80% of over 18 year olds offered a vaccination by the end of December.

**b). Success Measure: CSS101_02-**

## c). Connecting with Employees

Launched www.mycouncilworks.co.uk to connect the council and its employees more easily.



## d). Connecting with our Communities - Health and wellbeing

We issued free weekly news email subscription: by adapting its content to include more Covid-health, and other topical non-council news, we supported our communities' wellbeing e.g. *"Thank you for such regular, clear newsletters. So comforting to know we in isolation are included in outside life!....and I trust it!"*

## e). Great place to live and work – Promoting Argyll and Bute

**f). Oban bid for city status**

The Communications Team developed the strapline for the council's city status bid, and evidenced public backing for city status. Both elements formed key parts of the council's bid.

**g). Rural Growth Deal**

The Communications Team developed the story of the deal:

**Connecting**: our high value business sectors with national and international business markets; our local economic successes with national strategic priorities.

**Attracting**: additional skills, training and learning opportunities; new residents, visitors and businesses.

**Growing**: doing more of what works; making more of our natural and built resources.

**h). A healthy workforce and a healthy working environment**

A healthy workforce and a healthy working environment

- Availability of updated procedures and supporting documents on both The Hub and My Council Works
- A programme of drop in supporting attendance webinars for employees and line managers to attend to learn more about changes to the new procedure and ask questions.
- A programme of drop in webinars for line managers to learn about the updated reducing stress procedure and the importance of preventative action
- A reducing stress workshop delivered by EAP provider Health Assured

**b). With approximately 100 actions associated with the 2021-24 ICT and Digital Strategy Action Plan, the following are highlights but the majority of actions are progressing satisfactorily and to target:**

- We have been accredited Public Services Network (PSN) and CE+ for 2022/23 as planned.
- We have implemented MS 365, migrating all 2000 corporate mailboxes to Exchange online and migrating all H: drive content to OneDrive.
- We have implemented MS Teams and established appropriate guidance and governance for both MS Teams and a selection of MS365 Apps.
- We continue to refresh our hardware assets and keep them up to date through the capital Asset Sustainability programme as planned.
- We have demonstrated engagement more widely with our customers through the completion of the 2021 Customer Service Questionnaire.
- We continue to improve the accessibility of our corporate network through the completion of upgrades of bandwidth capacity at both Kilmory and GWITC (Graham Whitefield IT Centre). All existing circuit speeds increased in bandwidth (doubled at Kilmory).
- We continue to increase the provision of services on a digital platform wherever possible. This is exemplified by the extension of the Parent Evening Booking System to additional schools and facilitate remote parent evening via video call. Parents/ carers can select and amend an appointment to suit their needs.
- We continue to support delivery of digital learning through the deployment of additional devices provided under the digital poverty initiative funded by the Scottish Government.
- An illustration of joining up our systems through more integration using available technologies is the implementation of live streaming from the council

**c)**. Success Measure: CSS113_06-Maintain the average time to resolve ICT incidents

We have operated well within our service level targets with service levels at or above previous levels and our response times were as good as previous years.

## Corporate Outcome – Getting It Right

### Business Outcome BO115: We are Efficient and Cost Effective

**a)**. Success Measure: CSS115_01-Increasing percentage of self service and automated contacts through the Customer Service Centre and Website.

The target was 62% however the percentage achieved was 73%, or 410,000 out of 563,000 customer interactions through the Contact Centre's various channels:

This maintained the significant shift to digital prompted by Covid lockdown the previous year and the ongoing provision of high quality online and automated services that customers prefer to use for 24/7 convenience. Despite there being a large reduction in coronavirus related enquiries and support requests compared to 2020/21, the value of efficiencies attributable to use of online services was maintained at £912k.

| 2021/22 ALL TOTALS | 2021/22 TOTAL | 2021/22 PERCENTAGE |
|---|---|---|
| MEDIATED TRANSACTIONS | 152,272 | 27% |
| AUTOMATED INFORMATION | 296,736 | 53% |
| AUTOMATED TRANSACTIONS | 113,733 | 20% |
| AUTOMATED INFORMATION & TRANSACTIONS | 410,469 | 73% |
| TOTAL | 562,741 | 100% |

Significant new online developments in 2021/22 included:

- Implementation of a new marketing and notification system called Eloqua to refresh the Keep in the Loop service, which now has 10,489 subscribers and the addition of new Ferry disruption alerts to that service, which issued 17,000 alerts to subscribers over the winter.
- Implementation of a next generation web chat bot called Abbot to the council website.
- In addition, the online services retained an exemplary record for accessibility of content, which is crucial not only from an equality point of view, but also to ensure the website is as usable as possible for customers with a range of abilities. Hence in March 2022 we scored a 99% standard and ranked as 13th best in the UK out of over 400 council websites on the independent Silktide standard.

| YEAR | CHANNEL SHIFT TRANSACTIONS | POTENTIAL SAVINGS |
|---|---|---|
| 2017/18 | 261,399 | £460,878 |
| 2018/19 | 267,018 | £464,865 |

Business Outcome BO117: We encourage creativity and innovation to ensure our workforce is fit for the future

## a). Quality Conversations

Changes were made to the PRD (Performance Review & Development) process to put quality conversations at the heart of how we do our business.  Our updated approach moved away from the prescribed PRD template and is focused on an ongoing dialogue that captures conversations between the line manager and their staff about objectives, behaviours, skills and development and career/development aspirations.

The change was communicated via newsflash and a guidance document was launched to help managers in finding an approach to these conversations that works for them and their team. A series of drop in webinars were delivered for employees to gain further insight into the new approach, ask questions and discuss with their peers.

This approach also encouraged managers to consider how quality conversations can support wider communication at team level on agreeing objectives and key activities and monitoring progress.

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