



Cyngor Castell-nedd Port Talbot  
Neath Port Talbot Council

# Appendix 1: Customer Services update

# Background and context

- Local government reorganisation - three main civic sites
- 2005 - 'One Stop Shops' set up
- 2008 - corporate contact centre created
- Following Covid19 - a reception service was introduced
- 2<sup>nd</sup> January 2023 Customer Services function moved from Digital Services to People and Organisational Development

# ...where does the service fit in?

Head of People &  
Organisational  
Development

Strategic  
Manager, Policy  
& Exec Support

Principal HR  
Manager

Learning,  
Training &  
Development  
Manager

Occupational  
Health &  
Safety & Well-  
being Manager

Emergency  
Planning  
Manager

Strategic  
Marketing &  
Communications  
Advisor

Policy,  
Performance &  
Engagement  
Manager

Senior  
Executive  
Officer

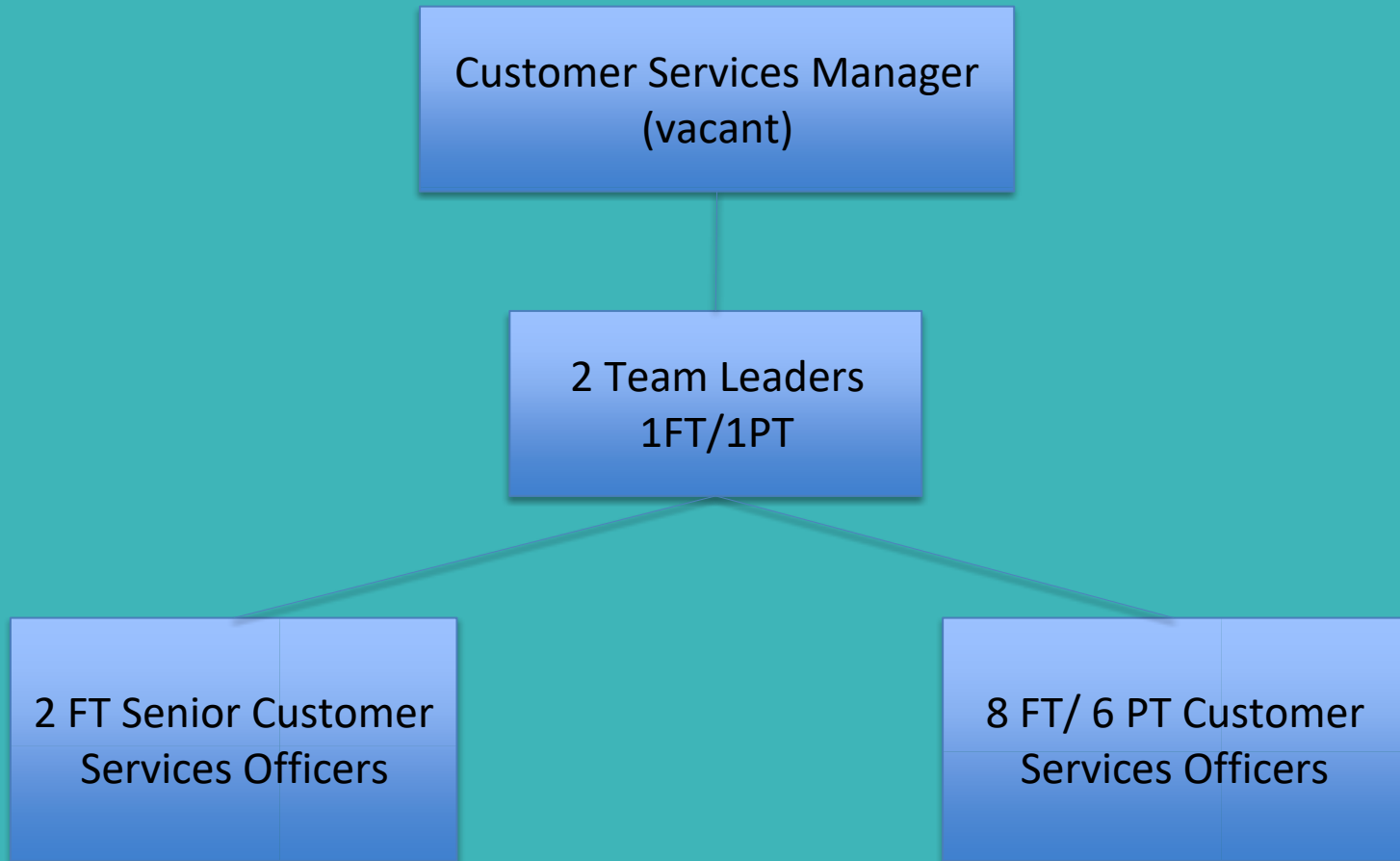
Public  
Services  
Board Co-  
ordination

Customer Services  
Team

Communications &  
Marketing Team

Mayor's Office

# The team



# Performance

- **KPI** - Average time (seconds) taken to answer calls in English and Welsh – target is 40 seconds.

# Demand – January 2023

| phone calls<br>English<br>and<br>Welsh | emails | face to<br>face/<br>reception | Blue<br>Badges<br>issued | bus<br>passes | IDPP<br>(Indiv.<br>disabled<br>parking<br>spaces) |
|--|--------|-------------------------------|--------------------------|---------------|---|
| 9777                                   | 2496   | 968                           | 520                      | 157           | 4   |

## Customer Services - Average time (seconds) to answer calls in English

Monthly non-cumulative

Full year average times:

2019/20 : 52 seconds

2020/21 : 43 seconds

2021/22: 44 seconds



## Customer Services - Average time (seconds) to answer calls in Welsh

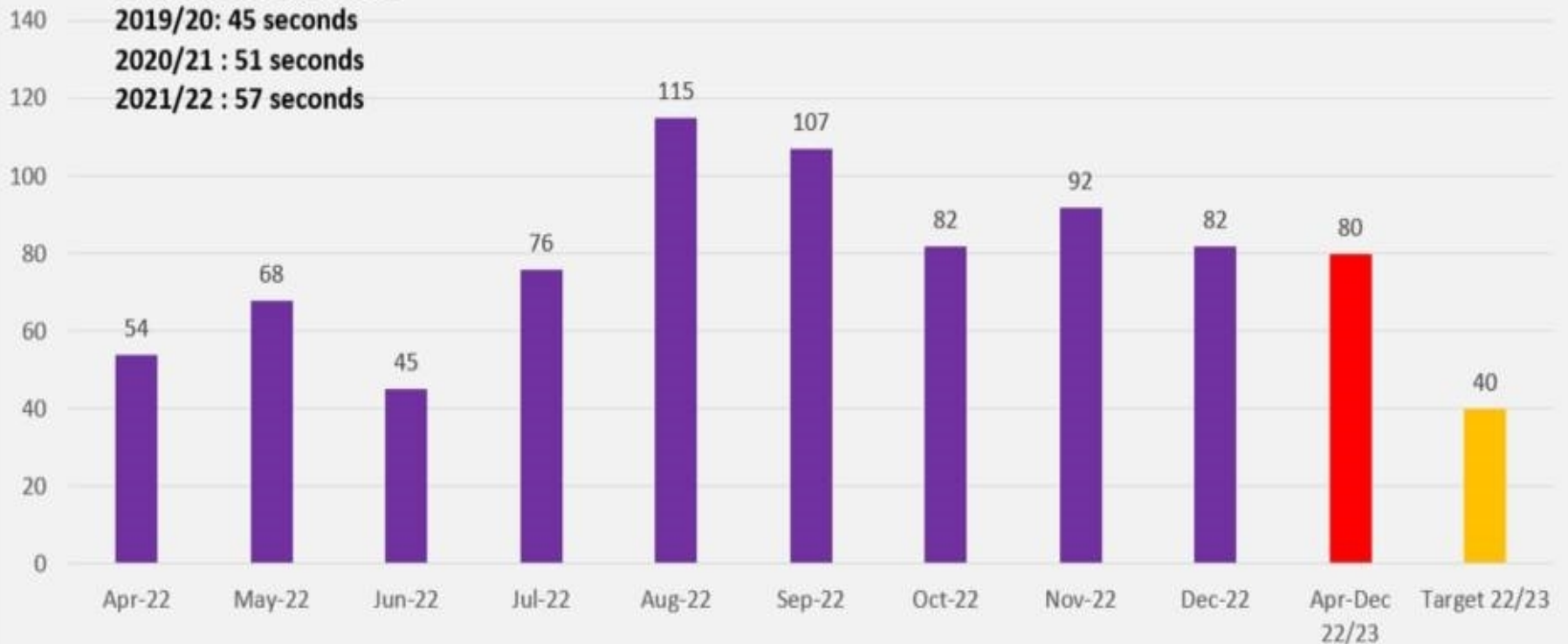
Monthly non-cumulative

### Full year average times:

2019/20: 45 seconds

2020/21 : 51 seconds

2021/22 : 57 seconds





# Looking ahead....

## Objectives:

- to move customer services from a reactive to a proactive function, and
- to improve customer experience across the council

# We need to better understand ....

- What does the service do well?
- Technology – is it fit for purpose?
- What creates high demand?
- What does good look like? Who defines that?
- Are we measuring the right things?

# What will a review look like?

Customer experience encompasses both customer service **and** service delivery

- Who needs to be involved?
- What is in scope?
- Where are the customer touch points?

# Next steps and actions

- Customer Services team workshops
- Internal focus groups
- Customer survey

Questions?