

London Borough of Bromley
Civic Centre
Stockwell Close
Bromley
BR1 3UH

Date: June 2021

Dear Duncan,

As we approach the June Executive & Resources PDS meeting where we consider and review the performance of Corporate Customer Services, we take this opportunity to write to you with Liberata's assessment of the performance of this critical high profile service that we provide to London Borough of Bromley (LBB) and its citizens.

This summary covers performance for the period 1st December 2020 to 31st May 2021.

Customer Services Performance

The Corporate Contact Centre delivered an overall service level of calls being answered within 60 seconds of 68% against a target of 50%. In total 96% of calls were answered with an average speed to answer of 65 seconds.

Call volumes were over 63,000, an increase of 20% in comparison to the same 6 month period of 2018/19. The comparison against 2018/19 was to reflect an annual volume outside of the Covid pandemic.

During the period, the team answered 99% of all Switchboard calls with an average speed to answer of 12 seconds. The overall service level for the period was 96% against the target of 50%. Call volumes totalled just over 37,000, an increase of 26% in comparison to the same 6 month period of 2018/19.

The out of hours service also performed well during the period, similarly call volumes increased by 8%.

Since the Customer Services front facing team re-opened at the end of June 2020 the service continued to be appointment only, although vulnerable customers who presented without an appointment were seen.

During this time the team saw just 546 customers compared to 3,332 during the same period in 2019/20, it should be noted that the service last year was closed for the whole of April and May.

This large reduction does not appear to have been to the detriment of customers being able to transact with the Council as there have been no complaints about the appointment only service.

Website

The performance of the website remains strong and the team have managed to achieve 100% for 4 of their main KPI's. These include;

- Critical updates completed with 1 hour (100%)
- Urgent updates completed within 1 working day (100%)
- Important updates completed within 2 working days (100%)
- Regular updates completed within 5 working days (100%)

On average the Bromley Knowledge team complete over 150 updates per month, in addition to working with service areas to develop and design content for the website as well as monitoring and issuing numerous posts via the Council Twitter and Facebook Account.

Traffic to the website has grown significantly over the last year. The website currently receives an average of over 800k visits accessing over 2.25 million pages per month and remains the single largest channel for customer information and access to services.

The team now run a programme of continuous content review, ensuring all pages are reviewed at least once every six months and are accurate and up-to-date. Following an accessibility audit in September 2020, work has commenced to review approximately 7,700 download documents, to either move the content onto web pages or ensure they comply with new accessibility requirements.

As part of the wider channel shift agenda, the team manages and continue to develop around 250 online forms, many of which are integrated directly into back-office systems or have the ability to take online payments. The council receives between 10k - 15k enquiries, service requests and payments via these forms each month. The website also acts as the portal into other online transactional services such as fix-my-street.

MyBromley Account Developments

MyBromley Account continues to grow and as of the end of May 21 the number of registrations had risen to 93,385 which equates to 67.1% of households in Bromley.

Activity in the portal continues to increase and there were 136,786 transactions carried out relating to Revenues and Benefits between June 20 and May 21. MyBromley Account developments introduced in the last year include online benefits claims and risk based verification.

Liberata remains firmly committed to delivering an outstanding service to the London Borough of Bromley and its citizens. We have increased our engagement in the various forums to ensure that the Council remains at the forefront of Digital engagement amongst its peers.

Yours sincerely,

Amanda Inwood-Field
London Regional Contract Director