



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

Date: 10th December 2021

Dear Duncan,

As we approach the January 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 June to 30th November 2021.

Customer Services Performance

The Corporate Contact Centre delivered an overall service level of calls being answered within 60 seconds of 63% against a target of 50%. There were 3 days when the service level dipped below 40%. In total 94% of calls were answered.

Call volumes were 63,000, a reduction of 20% in comparison to the same 6 month period of 2020.

During the period, the team answered 97% of all Switchboard calls with an average speed to answer of 17 seconds. The overall service level for the period was 92% against the target of 50% answered within 60 seconds. Call volumes totalled 38,924, an increase of 3% in comparison to the same 6 month period of 2020.

The out of hours service was affected by resource issues and increased call volumes associated to weather conditions during this reporting period which impacted on the monthly service levels being achieved, the service saw call volumes increase by 8%.

The Customer Services front facing team continued to operate mainly an appointment only service, but vulnerable customers who presented without an appointment were seen. During this reporting period, the team saw just 714 customers compared to 5,625 during the same period in 2019. This large reduction does not appear to have been to the detriment of customers being able to transact with the Council, and there have been no complaints about the appointment only service.

Website June 2021- November 2021

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

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- Critical updates completed within 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 110 updates per month, including working with service areas to develop and design content for the website and issuing tweets via the Council Twitter Account.

This high level of performance was achieved despite the massive increase in time-critical urgent content needing updating and publishing relating to the coronavirus pandemic. In addition to many crucial content changes, the team have had to urgently create a further 12 online forms relating to the pandemic, to deal with things like test kit ordering, contact tracing and applying for various Government support grants.

Over the last 6 months the Bromley Knowledge team have been working with council officers, Jadu and BT on a project to totally re-design the corporate website. This has included helping to author Liberata's original vision document and to undertake and manage the migration of information from the current site onto the new. This massive task requires the re-creation of somewhere in the region of 11,000 web pages, downloads and online forms. This has to be done in parallel with running the live site. The migration process started at the end of November and the new website is planned to go live in May 2022.

In response to the requirements of recent national accessibility regulations (Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018), the Bromley Knowledge team have worked extensively with Jadu and other 3rd party online suppliers to move towards compliance. Certain areas of the website and some satellite sites still remain partially non-compliant, but would require high costs to fix. Bromley Knowledge have compiled a case to the Cabinet for these areas to be exempt until the redesigned website is launched on account of the disproportionate burden of cost of doing the work twice.

Since the start of the pandemic with lock downs and office closures, the number of visitors to the website has doubled to around 900k visits per month with visitors accessing over 2.2 million pages per month and is the single largest channel for customer information and access to services.

MyBromley Account Developments

MyBromley Account continues to grow and as of the end of November 2021 the number of registrations had risen to over 99,000 which equates to over 70% of households in Bromley. New functionality was introduced to remove any obsolete accounts in order to comply with GDPR. A notification email is now sent to any account holder who has not used their account for two years advising that it will be deleted unless they access it within a specified time period.

Activity in the portal continues to grow and currently there have been over 175,000 page visits and transactions carried out within the portal relating to Revenues and Benefits between November 2020 and October 2021. New online forms were added to the portal during the summer which means that residents can now apply for council tax discounts and exemptions, housing benefits or advise of a change in circumstance using these new forms.

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The online evidence upload facility has been used over 34,000 times by customers who were able to provide information without needing to visit the civic centre.

Performance

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

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