

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

Date: 31st May 2022

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 1<sup>st</sup> December 2021 to 30<sup>th</sup> April 2022.

### Customer Services Performance

The Corporate Contact Centre delivered an overall service level of calls being answered within 60 seconds of 78% against a target of 50. In total 97% of calls were answered.

Call volumes were 40,638, a reduction of 29% in comparison to the same 5 month period of 2020/21.

During the period, the team answered 98% of all Switchboard calls with an average speed to answer of 12 seconds. The overall service level for the period was 95% against the target of 50% answered within 60 seconds. Call volumes totalled 28,301, a decrease of 9% in comparison to the same 5 month period of 2020/21.

The out of hours service overall service level was 84% for this reporting period. The service was affected by resource issues associated to a spike in Covid cases for the month of February.

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 823 customers compared to 400 during the same period in 2020/21. The increase in the number of appointments being made is associated to the relaxation of Covid regulations.

### Website December 2021 – April 2022

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;

- 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 and the introduction of the energy rebate repayment scheme.

Over the last reporting period 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 required the re-creation of somewhere in the region of 11,000 web pages, downloads and online forms. This has been done in parallel with running the live site. The migration process started at the end of November and is now complete. The new website is planned to go live in June 2022.

Since the start of the pandemic with lock downs and office closures, the number of visitors to the website has doubled to around 630k visits per months 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 April 2022 the number of registrations had risen to over 107,000 which equates to over 77% 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 186,000 page visits and transactions carried out within the portal relating to Revenues and Benefits between May 2021 and April 2022. 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.

The online evidence upload facility has been used over 23,000 times over the last 12 months 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

