



TRAFFORD
COUNCIL

Accessibility of Council Services

Scrutiny Committee 8th March

Purpose

- **To look into how well residents are able to contact the Council and Access services following the pandemic**
- **To provide current data across services and channels within Access Trafford**

How are resident contacts received?



Online – Numerous portals and forms available



Email – Majority of emails go direct to services



Phone – Contact Centres (Access Trafford and One Trafford) or direct to services



Face-to-Face – Either service specific or libraries for support to access online channels

Access Trafford Services

Access Trafford Contact Centre

- Open 9am-5pm Monday to Friday
- Inbound calls for 17 different service areas
- Currently aim to answer 95% of calls and answer 70% of calls within 30 seconds
- Emails sent to –
 - access.trafford@trafford.gov.uk
 - general.enquiries@trafford.gov.uk
 - RightToComplain@trafford.gov.uk
 - feedback@trafford.gov.uk



Customer Focused Services

Residents can access our services via

- **Telephone**
- **Email**
- **Online applications**
- **Online portal**
- **Libraries – support to access online services**
- **Call back service – for our most vulnerable residents with specific needs such as application/form filling.**

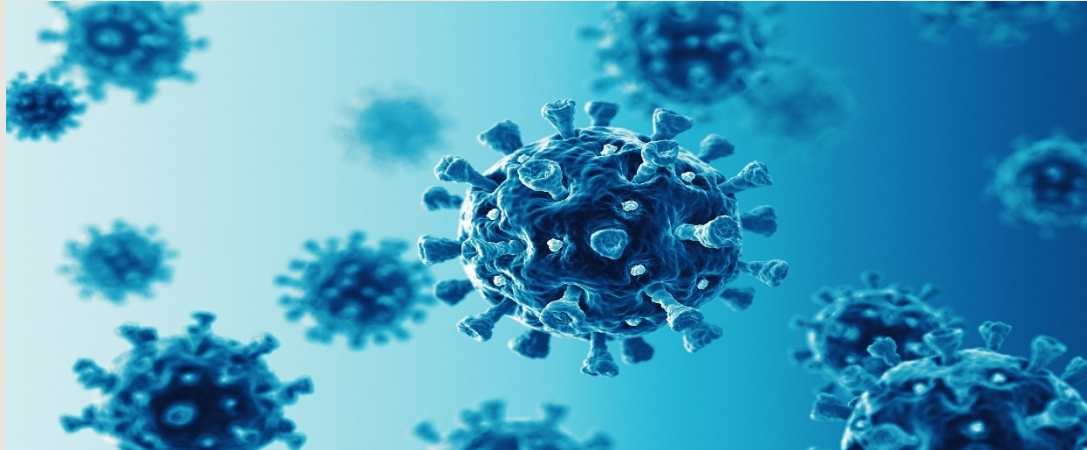
Inbound Calls

- **General Enquiry line – 2000**
- **Blue Car Badge**
- **Adult Social Service**
- **Social Service out of hours**
- **Council Tax**
- **Housing Benefit**
- **Council Tax Support**
- **Call back appointments**
- **Elections**
- **Tree Unit**
- **Council Tax Recovery**
- **Financial Assessment (adult social care)**
- **Libraries**
- **Discretionary Housing Payments**
- **Complaints**
- **Pest Control**
- **Planning and Building Control**

Performance

	2019/20	2020/21	2021/22	2022/23 to mid Feb
Calls handled	216,352	151,234	201,514	179,876
Answered	76%	83%	59%	63%
Answered within 30s	61%	74%	41%	43%
Average call length (mm:ss)	04:53	04:59	05:32	05:30
Total call time (hours)	17,608	12,560	18,584	16,488

Performance and Pandemic Effect



In 2020/21 calls were lower – a large factor being that Council Tax recovery was paused

Call complexity has increased, demonstrated by increased average call length

Covid support schemes contributed to increased complexity

Covid absences reduced capacity to meet the demand

Post Pandemic Challenges

Since 2021 there have been additional challenges that have increased the number and complexity of calls –

- Increased calls for services not delivered within the Contact Centre
- Ukraine response
- Cost of living crisis

Access Trafford Emails



- In 2021/22 **7270** email exchanges handled
- In 2022/23 c.**5000** email exchanges so far

Vulnerable residents

Call back appointments for resident's who need help completing forms for Housing Benefit and Council Tax Support

Over **50** appointments carried out in 2021/22

In 2021/22 **1197** Blue Car Badge Applications completed with residents over the phone in the comfort of their own home.



CRM- Self Service



Residents can currently self serve using the C360 system for the following services

BCB

Pest Control

Comments, Compliments and Complaints

Waste and Recycling*

Highways*

Street cleaning*

Parks and open spaces*

*** Services managed by One Trafford.**

CRM- Self Service



2021/22 self service transactions

Pest Control – **776** appointments booked

Blue Car Badge – **4186** application completed online by residents.

Comments, Compliments and Complaints*
- **2676** registered via the portal

* Includes One Trafford compliments, comments and complaints.

One Trafford

Transaction data from CRM system.

Definitions –

- **Mediated** – transaction completed within the One Trafford Contact Centre
- **Self-Service** – transaction completed online by the resident

	2021/22	2022/23 (Q1-3)
Parks and Open Spaces	501	313
Mediated	88	58
Self-Service	413	255
Recycling, Rubbish and Waste	51108	46468
Mediated	9294	9876
Self-Service	41814	36592
Roads, Highways and Pavements	9127	5630
Mediated	1547	1131
Self-Service	7580	4499
Street Care and Cleaning	5418	3791
Mediated	994	717
Self-Service	4424	3074
Grand Total	66154	56202
Mediated	11923	11782
Self-Service	54231	44420

Next Steps

- Performance continues to be monitored
- New CRM being implemented, Dynamics365, live in June 24
- Regular reviews with services currently delivered within Access Trafford
- Ongoing development of digital support within libraries