

Customer Engagement Team: 2024–25 Performance Snapshot

Customer Contact Volume & Preferences

- 📞 97,334 calls answered
- 🕒 Avg. call wait time: 43s |
- ❌ Call abandon rate: 2.6%
- ★ 95.9% call handling satisfaction
- 💬 1,118 webchats handled
- 🏠 8,814 face to face customers assisted
- 😊 96.8% Service Point satisfaction

Registration Service Metrics & Achievements

- 📄 2,751 life events registered (birth death marriage)
- 💍 516 civil + 45 citizenship ceremonies
- 💰 £342,670 fees income (Service is self-financing)
- 📅 840 digital appointments fulfilled
- 🌐 106,000 views on Marriage website
- 📱 4,962 social media followers
- 💻 New Registration diary, booking and ceremony planning system implemented.

Total Interactions handled: **683,863**
👤 Mediated (CSC/CSP): 155,257 (23%)
🤖 Automated (Web/IVR): 528,606 (77%)

Assistance Given to Services

- ♿ 3,800 Blue Badge applications processed
- 📢 386,808 proactive alerts & newsletters sent
- 👤 1,140 Member Zone requests managed
- 👦 2,889 Young Scot enquiries | 252 cards issued
- 🍴 1,567 school meals/clothing apps. processed
- ☎ 39,054 switchboard calls successfully routed
- 🏠 Community Hub Pilot Completed (Cove and Kilcreggan)











100% Registration Customer Satisfaction





Corporate Website Key Metrics

-  4.5M page views | 2.87M visits
-  £6.93M collected in online payments
-  40,990 online forms submitted
-  98% accessibility score (independent audit)
-  512K MyCouncilWorks intranet views
-  New Drupal 10 Hub Intranet launched
-  69 school sites moved to WordPress
-  Website moved to cloud platform

Digital Innovations and Developments 2024/25

-  Food Businesses registration system
-  Oban Pontoons booking & payment
-  Strategic events management system
-  Clothing grant/school meal applications
-  Neurodevelopment referrals system
-  School placement application system
-  Customer Engagement Digital Helpdesk
-  Spark process design & mapping tool
-  Short Term Lets Licensing updated
-  Contact Centre migrated to Teams
-  New website feedback service

“Thank you to your team for all their hard work on P1 Registration this year. We knew from last year that we needed to have the catchment area check somewhere in the form and they came up with a great compromise which not only allowed the catchment problem to be resolved but also for parents to see a much more modern looking application form. We have had another great success with P1 reg because of the hard work of the team who couldn't have done any more to make it happen on time.”