

Customer Engagement Team: 2025–26 Achievements

Customer Contact Performance Metrics

- 📞 87,785 calls answered (74% of callers don't/can't do digital)
- 🕒 Avg. call wait time: 36 seconds
- ❌ Call abandon rate: 2.0%
- 🌟 97.0% call handling satisfaction (1,186 replies)
- 💬 23,593 Enquires@ emails handled
- 🏢 11,518 face to face customers assisted
- 😊 97.4% Service Point satisfaction (75 replies)

Registration Service Metrics & Achievements

- 📄 2,721 life events registered (birth, death, marriage)
- 💍 526 civil marriage/partnership ceremonies
- 💰 £326,789 ceremony fees income
- 📋 34 citizenship ceremonies officiated
- 🌐 98,000 views on Marriage website
- 📱 5,152 social media followers (3 platforms)
- 🪦 New funeral service implemented.

Total Interactions handled: **691,419** (up 1% on 24/25)
👤 Mediated (CSC/CSP): **147,049**
(6% less than 24/25 and 21% of total)
🤖 Automated (Web/IVR): **533,370**
(Up 3% on 24/25 and 79% of total interactions)

Assistance Given to Services

- ♿ 2,446 Blue Badge applications processed
- 📧 364,363 proactive alerts & newsletters sent
- 👥 1,131 Member Zone requests @92.3 satisfied
- 👦 2,340 Young Scot enquiries | 204 cards issued
- 🍴 1,362 school meals/clothing apps. processed
- ☎️ 23,326 switchboard calls successfully routed
- 🏠 1694 Commercial Waste contracts initiated






100% Registration Customer Satisfaction





Corporate Website Key Metrics

-  4.46M page views | 2.81M visits
-  £8.75m collected in online payments
-  98,584 online transactions completed
-  174,323 online resources downloaded
-  99% WACG accessibility score (top 10 in UK)
-  942K MyCouncilWorks staff web views
-  17,466 AI virtual asst. queries answered
-  69 school sites fully supported

Digital Innovations and Developments 2025/26

-  Aspiring Places Enquiry Mgt system
-  RIAMs Project enhancements
-  Supporting Communities grants system
-  IDP Clothing grant/school meal process
-  Ed. Psych Co-ordinated Support Plans
-  Automated pupil placement applications
-  HR Digital Helpdesk enquiry mgt. system
-  Public Processions Licence Register
-  Short Term Lets renewals applications
-  AI enabled Contact Centre mgt. system
-  Non network employee comms

“It is clear that using Oracle/Netcall for our processes has created a much more slick process for parents, for us and for other teams we work with. We are able to make small changes to processes that increase our efficiency and effectiveness.”

“It is certainly giving us more data about our customers demands and our avoidable contact to allow us to make more targeted/data driven improvements.”