



**EAST DUNBARTONSHIRE  
COUNCIL**

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**EPB/023/21/VMcN**

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**SUBJECT TITLE:**

**CUSTOMER SERVICES ANNUAL PERFORMANCE  
OVERVIEW 2020-21**

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## **1.0 PURPOSE**

- 1.1** The purpose of this Report is to provide Council with an overview of Customer Services performance for the 2020/21 financial year, covering all aspects of Customer Services delivery, in the context of the Covid-19 pandemic.

<b>2.0</b>	<b><u>RECOMMENDATIONS</u></b>
<b>2.1</b>	It is recommended that the Council:  a) Notes the contents of the Customer Services Annual Performance Overview

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### **3.0 BACKGROUND/MAIN ISSUES**

- 3.1** As part of the Council's Click, Call, Come in approach to customer service delivery, the Customer Service team aims to answer customer enquiries at first point of contact, regardless of which channel the customer prefers to use.
- 3.2** Following a comprehensive service review in 2019, a new locality model for customer service delivery was developed, moving away from a separate customer contact centre for telephone call handling and integrating multiple channel delivery for customer services across the network of four Community Hubs (Kirkintilloch, Lennoxtown, Bearsden and Bishopbriggs).
- 3.3** The Community Hubs offer the traditional face to face service delivery, with a reception with Qmatic queue system technology and meeting rooms to enable customer service agents to deal with sensitive and confidential matters and to be able to take personal data in accordance with privacy and GDPR requirements.
- 3.4** Community Hubs also have workspace available for customer service agents for call handling, responding to online digital channels including web forms, email enquiries and social media comments and enquiries, and also for back office administration.
- 3.5** This integrated approach to customer service delivery provides greater flexibility across the team and enables multi-skilled agents, trained to deliver the service across all channels, and to be deployed reactively to channels experiencing peaks in demand.
- 3.6** Customer Services Agents are also Assistant Registrars and once trained in Registration can register births, marriages, deaths and perform marriage ceremonies. A rota is in place to cover Registration duties, and Registration is overseen by and training and support provided by the Council's Registrar and Technical Lead in Democratic Services.
- 3.7** In addition to traditional customer services delivery, which operate Monday to Friday 9am to 5pm, Customer Services Operations also include the Council's Emergency Response Centre which operates 24 hours a day 365 days a year and provides Reception cover to a number of key Council buildings and to the following Council facilities leased to external clients:
- McGregor House Kirkintilloch
  - Enterprise House, Kirkintilloch
  - Lennoxtown Enterprise Centre
  - Milngavie Enterprise Centre
- 3.8** The Customer Relationship Management (CRM) system used by the Customer Service Team to effectively manage all customer cases is built in the same technology platform as the Council website, providing synergy between the two systems, enabling information retrieval and provision from the website and effective case management, history and customer records management within the CRM.
- 3.9** The Council's Customer Charter and the Unacceptable Customer Behaviour Strategy both also sit with Customer Services. The Charter defines the service and behaviours

that our customers should expect from their interaction with the Council and also the behaviours that the Council expects from the customer. Copies of the Charter and the Zero Tolerance posters confirming that violence and/or aggressive or unacceptable behaviour will not be tolerated are on display in the Community Hubs and Council reception areas.

- 3.10** While unacceptable customer behaviour is rare, the Unacceptable Customer Behaviour Strategy is in place to ensure that action can be taken to protect the Council's workforce from aggressive, abusive or violent behaviour. When the Strategy is applied to any Council customer a record is made of this on the CRM to ensure all agents are aware of what restrictions are in place over what time period. During 2020/21 restrictions were applied to a total of three customers.
- 3.11** As with all Council services, the Covid-19 pandemic has had a significant impact on Customer Services team and the way that services can be delivered. The closure of the Community Hubs for face to face services in March 2020 led to the majority of Customer Service agents working from home, with some clear exceptions in relation to the ERC and to Registration delivery. The channel analysis which now follows provides details of the approach taken and performance in each of these areas.

#### **4.0 TELEPHONE: CHANNEL ANALYSIS**

- 4.1** Customer Service Agents use Smart working technology and whilst normally based in Community Hubs were able to transition to homeworking using their smart working laptops and the provision of headsets so that they could use Cisco soft phone functionality through the laptop and continue to respond to phone calls to the Council's 0300 1234510 number and also to continue to take the calls the service responds to for Social Work services.

**Table 1. Total Calls handled 2020/21**

<b>Month</b>	<b>Calls Answered 0300 123 4510</b>	<b>Calls Answered Social Work</b>	<b>Combined Calls Answered</b>
April 2020	8,285	1,071	9,356
May 2020	7,119	1,137	8,256
June 2020	8,343	1,426	9,769
July 2020	10,919	1,603	12,522
August 2020	11,037	1,748	12,785
September 2020	10,664	1,946	12,610
October 2020	11,197	1,789	12,986
November 2020	10,141	1,601	11,742
December 2020	8,522	1,382	9,904
January 2021	11,296	1,349	12,645
February 2021	9,476	1,384	10,860
March 2021	11,415	1,639	13,054
<b>Annual Total</b>	<b>118,414</b>	<b>18,075</b>	<b>136,489</b>

- 4.2** Table 1 shows that during 2020/21 a total of 118,414 calls to the 0300 123 4510 number were answered and a total of 18,075 Social Work calls, with a combined total of 136,489.

**Table 2. Quarterly Performance**

	<b>Calls Answered 0300 123 4510</b>	<b>Average Response Time</b>
Q1	23,747 (20.0%)	00:00:43
Q2	32,620 (27.6%)	00:03:04
Q3	29,860 (25.2%)	00:03:02
Q4	32,187 (27.2%)	00:03:00
<b>Annual</b>	<b>118,414</b>	<b>00:02:35</b>

- 4.3** As reported through the Council's HGIOS Performance Reports, summarised in Table 2 below, call numbers fluctuated across each of the four quarters, with a higher percentage of calls coming in Quarter 2 and in Quarter 4. The monthly data shows that peak call numbers were in August in Quarter 2, corresponding to the return to school after the initial Covid-19 lockdown and the summer holidays. In addition to school related enquiries there were also enquiries around school clothing grants and free school meal provision.
- 4.4** Table 2 also shows that the average call response time across the year was below the target of three minutes, although in the three Quarters with the largest call volumes, response time was at or slightly over the target value. Call volumes and response times are being monitored on a daily basis by the Customer Service Team Leader and Locality Co-ordinators to review average response rates and queue numbers and to, where possible, divert resources to phones when further agents may be available. Call duration will also be explored to determine if that has been a factor in response times.
- 4.5** In Quarter 4, the highest call volumes were in January when East Dunbartonshire along with the rest of Scotland went in to a further lockdown following the Christmas period. Schools were again closed except to the vulnerable and to the children of key workers call volumes were predominantly in relation to school arrangements, Government support grants and other Council services impacted the latest lockdown. A further peak in call volumes was experienced in March which again correlated to the return to school for all Primary school pupils and a partial return for Secondary pupils, and also to further grant schemes launching.

**Table 3. Previous Year call volumes and response time**

	<b>Answered</b>	<b>Avg. Time To Answer</b>
Apr 19 - Mar 20	143,125	00:01:27
Apr 20 - Mar 21	<b>118,414</b>	<b>00:02:35</b>

- 4.6** Table 3 shows that the call volumes for 2020/21 were just over 17% lower than the previous year with 24,711 fewer calls. Prior to that, the trend had been for an increase in call volumes year on year and it is probable that out-with the peaks previously identified, call volumes were lower as a result of restricted services being able to be delivered throughout the year, combined with the fact that the significant periods of lockdown required residents to be at home and following lockdown restrictions.

- 4.7** Table 3 also shows that call response times whilst still within the target three minutes, were higher than the previous year. A number of factors contributed to this, including the removal of the five trained Assistant Registrars from the pool of customer service agents available for multiple channel response. These five agents have delivered only Registration services across 2020/21, but as restrictions further lift and more normal service delivery resumes, a return to the planned locality model of customer services delivery will enable further agents to train in the Assistant Registrar role and the pre-Covid-19 registration delivery model to return.
- 4.8** The initial Covid-19 lockdown also coincided with a number of vacancies in the team, delaying the recruitment process. Once video conferencing technology was deployed and recruitment was possible, the five vacancies were filled and the challenge of remote training for the new agents was undertaken. Again, as restrictions continue to lift the full training of the new agents can be finalised to bring the team up to full compliment.

## **5.0 FACE-TO-FACE: CHANNEL ANALYSIS**

- 5.1** The Council's four Community Hubs closed from the start of the Covid pandemic and have not yet reopened for general face to face engagement. Two of the Community Hubs have been in operation during 2020/21, Kirkintilloch Community Hub for the delivery of Registration Services and Bearsden Community Hub for the reintroduction of Licensing Services.

### **Registration**

- 5.2** The Customer Service Team supports the delivery of Registration Services in East Dunbartonshire with the Customer Service Agents/Assistant Registrars working closely with the Council's Registrar/Technical Registration Lead, based in Democratic Services.
- 5.3** The Covid-19 pandemic significantly impacted registration services in 2020/21 with the lockdown in March 2020 leading to the suspension of birth registrations and marriages, including both marriage paperwork registration and the carrying out of ceremonies.
- 5.4** Death registration remained a vital service to continue to deliver and the passing of emergency legislation enabled this to be carried out remotely. Although registration was possible remotely, the need to issue certificates on official registration stationery, which is secured in safes in the registration offices, it was agreed to locate the Assistant Registrars in Kirkintilloch Community Hub to deliver the remote registration service from there, with access to the stationery and to printing and secure network connection to the national registration system.
- 5.5** As the pandemic escalated in the early months of 2020/21 there was a Scottish Government directive to carry out death registrations 7 days a week, in anticipation of the tragic significant increase in deaths and to ensure real time data was available cross each week, avoiding a lag in reporting of deaths as a result of Covid-19 following a weekend.

- 5.6** Initially, weekend cover was delivered through voluntary overtime, but this was not sustainable across the small pool of Assistant Registrars who were also delivering the Monday to Friday service provision. A 7-day rota was therefore introduced across the available Customer Service Agents/Assistant Registrars resource for a six week period from 20 April 2020 – 31 May, to ensure that they had two consecutive rest days each week given the nature of the role they were carrying out.
- 5.7** Additionally a two phase registration process was introduced for death registrations, with preliminary details able to be collected through resources in the Legal & democratic services diverted to registration support, with final telephone appointments carried out by the Assistant Registrars to conclude the death registration, take payment and to issue the death certificate.
- 5.8** Registration data is collated by National Records Scotland (NRS) on a calendar year basis and the data available for 2020 for births, deaths and still births registered. The data for East Dunbartonshire is collated for each of the four Registration Offices, although for the 2020/21 financial year, these were only carried out in Kirkintilloch, therefore any Registrations recorded for Lennoxton, Bearsden and Bishopbriggs were in the Quarter 4 2019/20 reporting period.

**Table 4. Summary of Birth and Death Registrations for 2020**

Hub	Births	Still-births	Deaths
Kirkintilloch	713	4	1530
Lennoxton	13	0	53
Bearsden	115	1	141
Bishopbriggs	59	0	131
<b>Total</b>	<b>900</b>	<b>5</b>	<b>1855</b>

- 5.9** In order to align with other Customer Services performance reporting arrangements are in place for 2021/22 to record registration data locally on a monthly basis to be consistent with HGIOS Quarterly reporting and the biannual Customer Services Performance Overviews going forward.
- 5.10** All Registration Updates were published on a regular basis on the Council's main Covid-19 Services Update page, with links from the Homepage and from every Council service page. Updates were also promoted through social media to ensure widest possible reach of messaging.
- 5.11** It was agreed nationally that Birth Registrations could reconvene in July 2020. In order to address the four month backlog of registrations, a phased approach was taken to Birth Registrations with a clear timetable published on the Council website as outlined in Table 5.

**Table 5. Timetable for Birth Registration**

Date of baby's birth	Registration commencing from
Before 31 March 2020	29 June
1 April – 20 April 2020	6 July
1 May – 31 May 2020	27 July
1 June – 30 June 2020	17 August
1 July – 31 July 2020	7 September
1 August onwards	28 September

**5.12** In line with the recovery framework from lockdown in 2020, Marriages were able to resume in May. The registration of Marriage paperwork was delivered strictly by appointment only at Kirkintilloch Community Hub, with initial details taken by phone and the couple required to email their schedule in advance of the appointment. The Assistant Registrars were then able to review and witness original documentation at the appointment.

**5.13** Similar to Birth and Death Registrations, the data available from NRS for marriages and civil partnerships is available for Calendar years only and local registration data will be collated from 2021/22 onwards. Table 5 below summarised the marriage registration data for the 2020 calendar year.

**Table 5. Marriage and Civil Partnership Data 2020**

Hub	Religious Marriages	Civil Marriages	Total Marriages	Civil P/ships
Kirkintilloch	10	27	37	1
Lennoxtown	8	6	14	0
Bearsden	32	12	44	0
Bishopbriggs	10	1	12	0
<b>Total</b>	<b>60</b>	<b>46</b>	<b>107</b>	<b>1</b>

**5.14** Additionally, to meet the Council's obligation to provide a facility to conduct marriage ceremonies, the former registration office on Southbank Road was used as a marriage suite. As with all other operating Council facilities, a covid-19 risk assessment was carried out and appropriate signage prepared for those attending in line with the Council's overall approach to Covid-19 signage in its buildings.



### **Licensing**

- 5.15** At the start of lockdown in March 2020, measures were taken to extend the taxi licences of those who were due for renewal as it was not possible to carry out the face to face appointments required for the renewal process.
- 5.16** When Licensing was able to be reintroduced, a fully online application process for both new applications and for renewals was introduced, with a web form available on the Council website. The online process required scans of documentation to be provided and a final appointment system was introduced for the review and witness of original documentation and the issuing of Taxi badges and plates.
- 5.17** The appointments for licensing were introduced at Bearsden Community Hub and Table 6 below provides a summary of the number of appointments undertaken since the service was reintroduced in July 2020.

**Table 6. Licensing Appointments in Bearsden Hub**

<b>Month</b>	<b>No.</b>
Jul-20	31
Aug-20	73
Sep-20	42
Oct-20	45
Nov-20	54
Dec-20	32
Jan-21	18
Feb-21	59
Mar-21	121
<b>TOTAL</b>	<b>475</b>

- 5.18** Whilst face to face service delivery has not been possible throughout 2020/21, with the exception of Registration and Licensing as detailed, progress has been made in the Community Hubs in advance of the reintroduction of further services.
- 5.19** The Qmatic technology used for both the queuing system and the operating of appointments in the four Hubs has been upgraded. Already in place for registration appointments, when further services are able to be delivered face to face it is anticipated that these too will be by appointment rather than ‘drop in’ in the first instance and the upgraded Qmatic technology will be used for this. In the first instance, appointments will be made by phone, but the next phase will be to roll out the appointment system online, further increasing digital self-service.
- 5.20** New technology has also been introduced in the four Hubs to facilitate chip and pin and contactless payments and the move towards cashless Hubs. Significant progress has been made over the course of the pandemic to increase the types of payments able to be made online and the chip and pin functionality at the Hubs is a continuation of

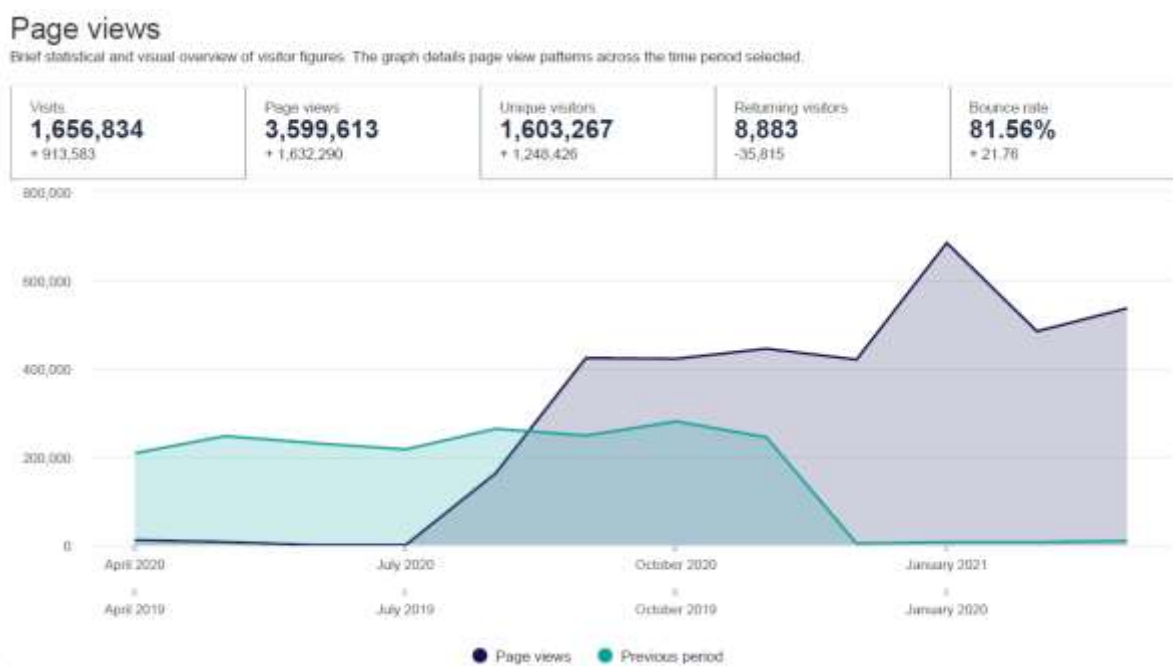


digital payment options and a move from the payment kiosks in the Hubs which are no longer supported.

## 6.0 WEBSITE: CHANNEL ANALYSIS

- 6.1 The Council website is a key communication and customer service channel for the Council, and especially so during the pandemic, with lockdowns requiring people to stay at home and conduct any business online as far as possible. Table 7 below and the associated graph show the visits to the Council website from 1 April 2020 to 31 March 2021.

**Table 7. Website views 2020/21**



- 6.2 The overall trend for 2020/21 compared to the previous year is for a significant increase in visitor numbers, equating to a further almost 200,000 to the site visitors to the site. The flatline where only very small visitor numbers are recorded, aligns to new requirements in relation to cookies. Initially local government websites changes to an opt in rather than opt out approach to cookies in line with guidance. However, national discussion confirmed that this led to restricted analytics curtailing meaningful site development and the new approach for local government, adopted in August 2020 is to return to opt out cookies but with clearer information in relation to what cookies should be selected.
- 6.3 The overall trend of significantly higher monthly website visits during the pandemic is also confirmed in Table 8 with the actual visitor numbers by months across the year, clearly showing the suppressed numbers from April to August.

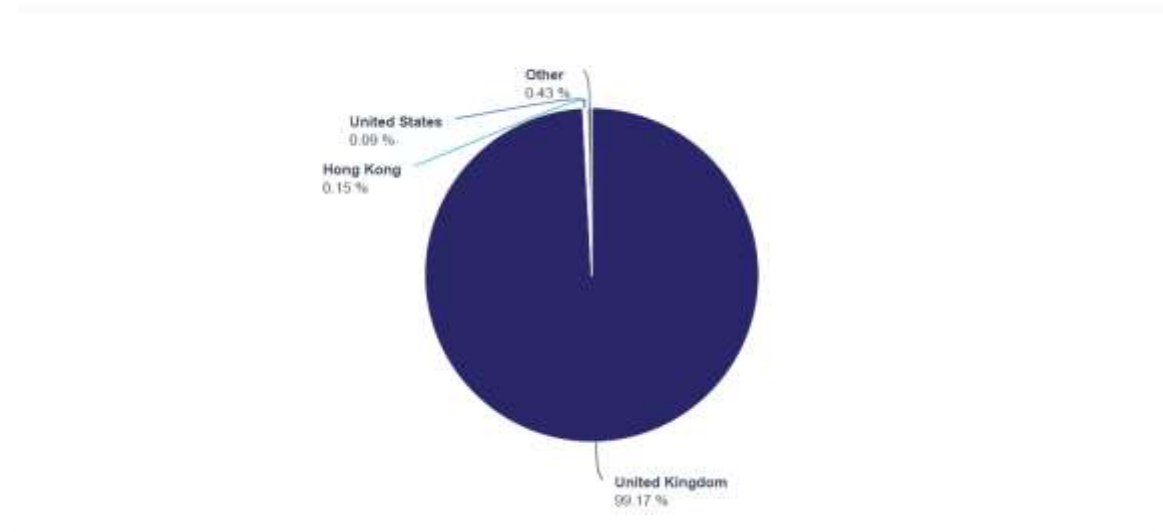
**Table 8. Data Overview by month**

#### Data overview

Month	Start date	End date	Visits	Page views	Unique visitors	Returning visitors	Bounce rate
April	01/04/2020	30/04/2020	6,715	11,597	6,494	1,362	48.64%
May	01/05/2020	31/05/2020	3,988	7,245	3,869	745	46.36%
June	01/06/2020	30/06/2020	44	84	44	11	59.09%
July	01/07/2020	31/07/2020	56	82	55	10	66.07%
August	01/08/2020	31/08/2020	39,498	162,786	38,379	1,359	68.38%
September	01/09/2020	30/09/2020	156,657	424,048	151,934	2,307	78.82%
October	01/10/2020	31/10/2020	212,834	422,292	207,204	1,315	83.59%
November	01/11/2020	30/11/2020	217,263	445,062	211,386	829	83.23%
December	01/12/2020	31/12/2020	230,768	420,464	225,215	692	84.12%
January	01/01/2021	31/01/2021	338,793	684,712	332,093	535	81.64%
February	01/02/2021	28/02/2021	210,248	484,589	204,472	251	81.55%
March	01/03/2021	31/03/2021	239,970	536,652	232,414	252	81.15%

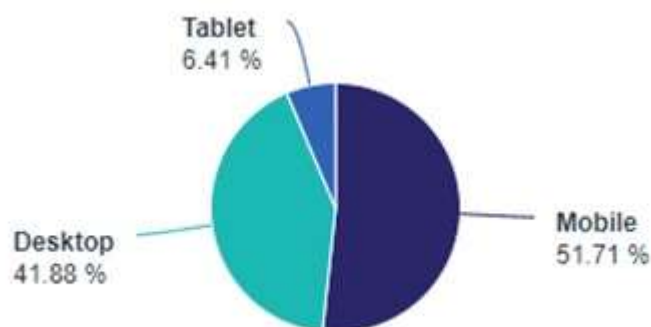
**Fig 1. Visitor Origin**

#### Countries - visits %



**6.4** The bounce rate in Table 6 denotes the number of customers who look at a web page and then immediately leave. This could be because the website is the wrong one or it could be that the customer has found the information they need, having visited the specific page they needed and do not need to look further. Other information collected about our website and shown in Fig 1. tells us that over 99% of our visitors come from the UK with Hong Kong and the United States being the next most common source, but still a tiny percentage.

**Fig. 2 Visitors by Device**

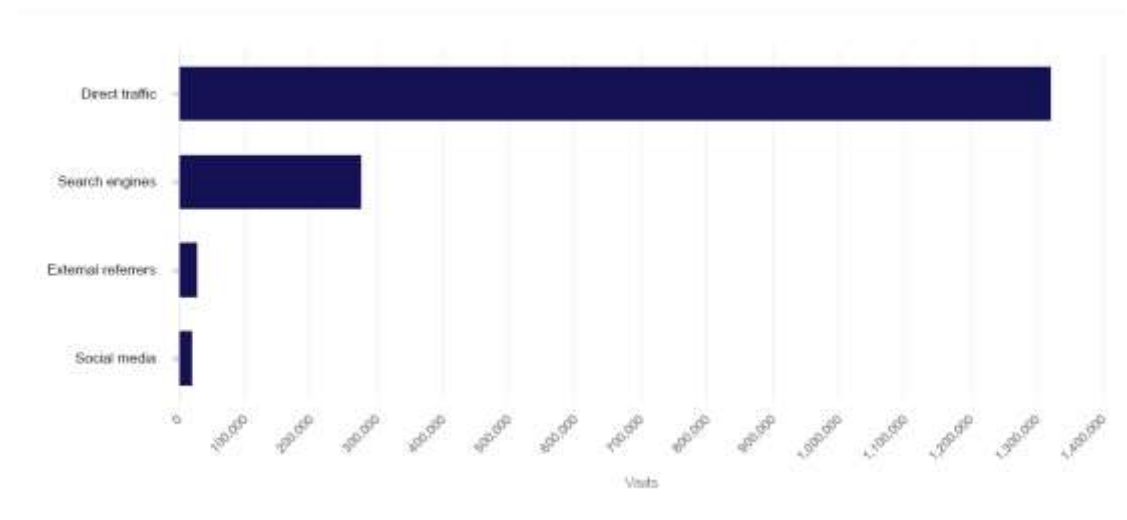


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- 6.5** As with previous year's data, Fig 2 confirms that the majority of visitors to the Council site are using a mobile phone, with Mobiles and Tablets combined making up 64.12% of visitors and desktop computers making up the remaining just over 40%.

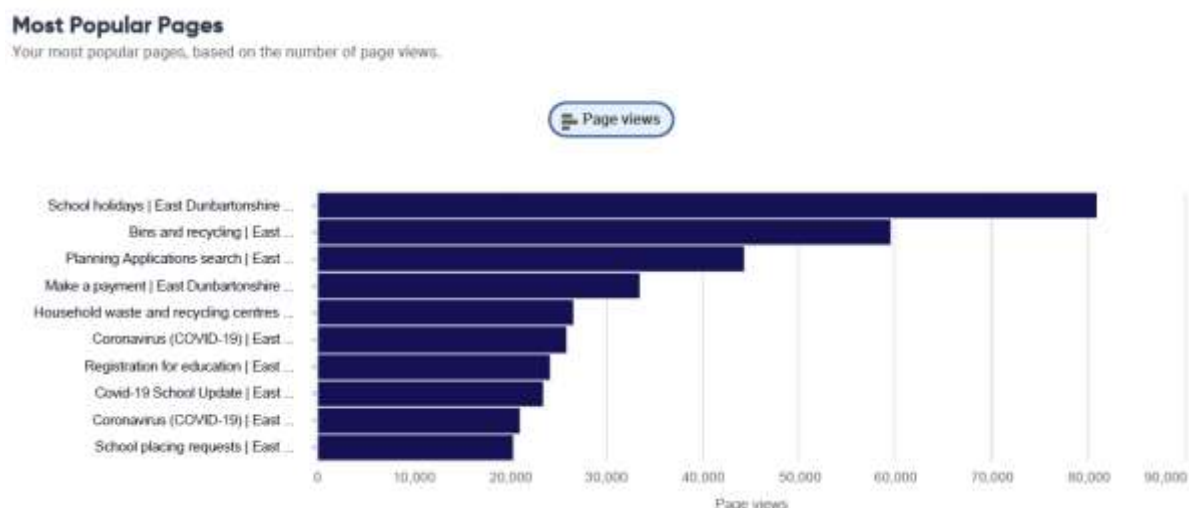
**Table 9. Traffic Sources to the Council Website**

Traffic Sources



- 6.6** The data in Table 9 tells us that the majority of visitors to the website are direct traffic, which means they know the web address and use it, with over 1.3 million visits accessing the site this way. Search engines are the next highest traffic source making up under 300,000 of overall visits and external referrers and social media making up much smaller referral contributions. This is a significant change to five years ago when search engines were responsible to the majority of traffic to the site and direct traffic making up a smaller proportion of visitors.

**Fig. 3 Most Popular Website Pages**



**Table 10. Summary of Top 5 Pages**

#	Title	URL	Page views % of total	Visits % of total	Avg. page views
1	School holidays   East Dunbartonshire Council	<a href="https://www.eastdunbarton.gov.uk/residents/schools-and-learning/school-holidays">https://www.eastdunbarton.gov.uk/residents/schools-and-learning/school-holidays</a>	80,987 3.4%	79,317 5.7%	1.02
2	Bins and recycling   East Dunbartonshire Council	<a href="https://www.eastdunbarton.gov.uk/residents/recycling-waste/bins-and-recycling">https://www.eastdunbarton.gov.uk/residents/recycling-waste/bins-and-recycling</a>	59,561 2.5%	56,350 4.1%	1.06
3	Planning Applications search   East Dunbartonshire Council	<a href="https://www.eastdunbarton.gov.uk/residents/planning/planning-applications/planning-applications-search">https://www.eastdunbarton.gov.uk/residents/planning/planning-applications/planning-applications-search</a>	44,360 1.9%	40,392 2.9%	1.10
4	Make a payment   East Dunbartonshire Council	<a href="https://www.eastdunbarton.gov.uk/payments">https://www.eastdunbarton.gov.uk/payments</a>	33,568 1.4%	31,494 2.3%	1.07
5	Household waste and recycling centres (tips/dumps)   East Dunbartonshire Council	<a href="https://www.eastdunbarton.gov.uk/residents/recycling-waste/household-waste-recycling-centres-tips-dumps">https://www.eastdunbarton.gov.uk/residents/recycling-waste/household-waste-recycling-centres-tips-dumps</a>	26,674 1.1%	25,780 1.9%	1.03

**6.7** Fig 3. Shows that the most popular pages on the Council website continue to be School Holidays, Bins and Recycling and the Planning pages. This has been the case historically, through the duration of the current Council website but also in the

previous site and is consistently the case in local government websites. Encouragingly in terms of channel shift and increasing transactional functionality online, making a payment has seen a significant rise in popularity as a page, coinciding with the wider range of payments now possible on the website as a result of the pandemic.

- 6.8** Table 10 summarises the page views and page visits for the top five pages on the Council website. In addition to payments featuring, and as might be expected, the Covid-19 suite of information pages features prominently in the top pages visits. This reinforces the importance of keeping information in relation to Covid-19 up to date on the website as a valuable source of information to residents locally.
- 6.9** Whilst many of the most popular pages on the Council website are information only pages, many more customers are not using the website to carry out digital transactions. This is in line with our channel shift aspirations and enables customers to perform transactions at any time. The number of digital services on the website has been accelerated as a result of Covid-19, with many more forms and payments types now possible. Table 11 provides a summary of webform submissions received during 2020/21.

**Table 11. Web form submissions form the Council website**

<b>Webform Type</b>	<b>2020/21 submissions</b>
Missed bin report (CS)	9693
Submit a general enquiry (CS)	8333
Bin Supply and Removal (CS)	4321
Special uplift request (CS & Service)	3523
Road fault report	2408
Registration for education	2279
School Clothing Grants & Free Meals 2020/21 (CS)	2001
Traffic and lighting fault report	1727
School placing requests	1593
Submit a complaint	1283
Litter picking and street cleaning report (CS)	988
Small Business Bonus Application	975
Strategic Framework Business Fund Application	932
Dog fouling report	869
Pest control report	850
Gritting report	772
Instrumental Music	728
Comments, suggestions and compliments (CS)	678
3/5 Year Old Application - 2020/2021	582
Early Years 4 year old Continuation form 2021/22	562
Noise report	535

- 6.10** Whilst some forms are submitted directly to the service for processing and next stages, a significant number, including those with the highest submissions are processed or partly processed by the customer services team. The top four highest form submissions all relate to Waste Services, and School Clothing Grants/Free School

Meals showed significant submission levels in 2020/21 reflecting the move to a fully online service as a result of the pandemic.

- 6.11** Whilst annual data is not readily available for the previous few years, a snapshot of data from five years ago (see Table 12) shows that there has been a significant increase in the volumes of form submissions since then, further evidence of channel shift and a move to online services by East Dunbartonshire residents.

**Table 12. Webform submission comparison form 2016/17**

<b>Webform Type</b>	<b>2016/17 submissions</b>
Missed bin report	2370
Special Uplift	1718
Submit a general enquiry	792
Annual Letting Application	770
School Placing Request	738
Customer Complaint	584
Pest Control	504
Litter Picking & Street Cleaning	412
Comments, suggestions & compliments	186
Abandoned vehicles	126

## **7.0 SOCIAL MEDIA: CHANNEL ANALYSIS**

- 7.1** The Council's social media channels are managed by the Communications & Engagement Team through a social media management system, which retains an audit trail of who posts to the social media accounts and when, and provides analytics on the numbers of posts, interactions with those posts, the reach of those posts and any direct messages to the accounts.
- 7.2** Comments and enquiries to the Council through the social media posts are classed as interactions, and the Customer Services Team, working closely with colleagues in Communications & Engagement, respond to these enquiries during the hours of operation (Monday to Friday 9am – 5pm). Out of hours responses in emergency situations or in relation to an incident can be made through the Communications out of hours duty response service.
- 7.3** Reach is one of the success measures of social media channels, and is the number of people who have seen a social media post. Facebook provides more accurate data in relation to reach, whereas Twitter, where reach values can be considerably greater, is a potential figure for how many people have seen a post rather than an actual figure, as it is based on the number of followers of followers as well as direct followers and sharers.
- 7.4** Table 13 below provides a summary of the Reach and the numbers of followers (Twitter) and Fans (Facebook) across each of the four Quarters for 2020/21 with a summary for the year. The growth in followers/Fans across the channels remains steady and has been continually growing since the channels were established.

**Table 13. Social Media Reach & Following**

<b>Q1</b>	<b>Twitter</b>	<b>Facebook</b>
Reach	8.14 million	3.84 million
Followers/Fans	18,069	16,541
<b>Q2</b>	<b>Twitter</b>	<b>Facebook</b>
Reach	8.25 million	3.92 million
Followers/Fans	18,254	17,007
<b>Q3</b>	<b>Twitter</b>	<b>Facebook</b>
Reach	14.41 million	3.57 million
Followers/Fans	18,485	17,402
<b>Q4</b>	<b>Twitter</b>	<b>Facebook</b>
Reach	14.71 million	3.62 million
Followers/Fans	18,717	17,735
<b>Annual Totals</b>	<b>Twitter</b>	<b>Facebook</b>
Reach		
Followers/Fans	18,717	17,735

**7.5** Table 14 below summarise the numbers of posts issued through the Council's Twitter and Facebook accounts for each Quarter of 2020/21, with a total for the year.

**Table 14. Numbers of Posts and Interactions**

<b>Q1</b>	<b>Twitter</b>	<b>Facebook</b>	<b>TOTAL</b>
Outbound posts	367 (34.8%)	688 (65.2%)	1055
Interactions	2,615 (29.7%)	6,203 (70.3%)	8,818
<b>Q2</b>	<b>Twitter</b>	<b>Facebook</b>	<b>TOTAL</b>
Outbound posts	401 (33.7%)	789 (66.3%)	1190
Interactions	1,808 (32.4%)	3,775 (67.6%)	5,583
<b>Q3</b>	<b>Twitter</b>	<b>Facebook</b>	<b>TOTAL</b>
Outbound posts	713 (44.3%)	895 (55.7%)	1,608
Interactions	1,643 (32.9%)	3,352 (67.1%)	4,995
<b>Q4</b>	<b>Twitter</b>	<b>Facebook</b>	<b>TOTAL</b>
Outbound posts	726 (45.1%)	883 (54.9%)	1,609
Interactions	1,674 (30.5%)	3,814 (69.5%)	5,488
<b>Annual Totals</b>	<b>Twitter</b>	<b>Facebook</b>	<b>TOTAL</b>
Outbound posts	2,207 (40.4%)	3,255 (59.6%)	5,462
Interactions	7,740 (31.1%)	17,144 (68.9%)	24,884

- 7.6** There is clearly more engagement with the Council's Facebook page than on Twitter, with 68.9% of all interactions for 2020/21 through Facebook and 31.1% through Twitter. Facebook as a channel enable longer messages to be sent and more detail to be provided. Facebook users tend to have more conversations and be part of groups, all of which contributes to the higher engagement rates.
- 7.7** Customers can also engage with the Council on social media by Direct Message. A Direct Message is when someone contacts the Council privately through a social media channel rather than posting publicly to the page. Customer Service agents monitor and respond to Direct Messages and the volume of these fluctuates across the year depending on a number of factors relating to Council services, including programmed publicity around service changes and circumstances at a point in time or in a specific locality. Direct Messages can also relate to the customers circumstances and where the customer prefers to use social media channels to either telephone or other digital options.
- 7.8** If a customer is sharing personal contact information on social media, customer service agents will ask them to share such information by direct message. Equally, if a service request has been made but contact details are required, again, the customer service agent will ask that this information is submitted to the Council by direct message rather than in a public post
- 7.9** In Table 15 below show that in 2020/21 a total of 4,029 Direct Messages were received by the Council, 2,991 (74.2%) through Facebook and 1,038 through Twitter (25.8%). The volumes fluctuated over each quarter. Over 29% of all Direct Messages were received in Q1, 27% in Q2, 19% in Q3 and 25% in Q4.

**Table 15. Direct Social Media Messages to the Council**

<b>Q1 Direct Messages</b>	<b>Twitter</b>	<b>Facebook</b>	<b>TOTAL</b>
Received	306 (26.2%)	861 (73.8%)	1,167
Sent	176 (31.7%)	380 (68.3%)	556
<b>Q2 Direct Messages</b>	<b>Twitter</b>	<b>Facebook</b>	<b>TOTAL</b>
Received	233 (21.4%)	854 (78.6%)	1,087
Sent	142 (23.1%)	474 (76.9%)	616
<b>Q3 Direct Messages</b>	<b>Twitter</b>	<b>Facebook</b>	<b>TOTAL</b>
Received	201 (26.1%)	569 (73.9%)	770
Sent	127 (23.1%)	424 (76.9%)	551
<b>Q4 Direct Messages</b>	<b>Twitter</b>	<b>Facebook</b>	<b>TOTAL</b>
Received	298 (29.7%)	707 (70.3%)	1,005
Sent	180 (27.3%)	479 (72.7%)	659
<b>Annual Totals Direct Messages</b>	<b>Twitter</b>	<b>Facebook</b>	<b>TOTAL</b>
Received	1,038 (25.8%)	2,991 (74.2%)	4,029
Sent	625 (26.2%)	1,757 (73.8%)	2,382



- 7.10** Social Media is becoming a more popular choice of engagement channels for Council customers and will continue to be monitored by the Customer Services Team. Plans are in place through the Communications & Engagement Team to expand the number of social media channels to better reach wider audiences. Younger people tend to use Instagram more and professionals are frequent users of Linked-in, which is also used successfully in recruitment.

## **8.0 EMERGENCY RESPONSE CENTRE**

- 8.1** The Emergency Response Centre (ERC) provides a 24/7 service throughout the year. Working across three shifts, the team responds to community alarms, monitors both public space and Council's own security CCTV cameras, and responds to emergency out of hours phone calls from customers and from partners and first responders.
- 8.2** The community alarm service is a lifeline service that supports vulnerable people to remain in their own homes. The ERC monitors alarm activations 24 hours a day, responding to customers and arranging for appropriate assistance. The ERC delivers a service to customers across the East and West Dunbartonshire areas, including tenants in Cordale and Hanover sheltered housing schemes.
- 8.3** There were a total of 4,550 alarm customers in the area covered by East Dunbartonshire ERC, a slight increase of 162 since the previous period. In the period from 1 April 2020 to 31 March 2021 a total of 232,864 alarm calls were handled in the ERC, 184,652 of these were incoming alarm activations and 48,212 were outgoing calls from the ERC through the alarm technology to the customer. This is a decrease in alarm calls compared to 2019/20 when a total of 272,318 alarm calls were handled.
- 8.4** The ERC also monitors and records images from public space CCTV cameras. In the 12 month period of 2020/21, agents logged 251 public space CCTV incidents across the authority. Crimes are immediately reported to Police Scotland locally and all CCTV images are recorded and can be downloaded for use in police investigations and criminal proceedings. Police officers regularly attend at the control room to review incidents and on occasion agents may be required as expert witnesses in court cases. Examples of incidents notified to the Police in 2021 and leading to immediate Police attendance at the location included observing someone in possession of a knife in a public space, observing and disrupting a bike theft. In comparison, 280 CCTV incidents were logged in 2019/20 and the lockdown may have reduced the numbers of people in public spaces for a period of time.
- 8.5** When the Council is closed for normal business the ERC handles all incoming phone calls. Customers are informed that the council is closed but that if they have an emergency they should hold and their call will be answered. During 2020/21 the ERC answered 5,943 out of hours emergency calls, with an average response time of 29 seconds which reflects the very low volume of calls in comparison to calls made to the 0300 21234510 number in office hours.

**8.6** Table 16 below summarises the out of hours calls across the year.

**Table 16. Annual Out of Hours calls**

Month	No. of Calls	Average time to answer
April 2020	372	00:00:24
May 2020	464	00:00:32
June 2020	445	00:00:27
July 2020	388	00:00:28
August 2020	510	00:00:29
September 2020	436	00:00:32
October 2020	542	00:00:23
November 2020	546	00:00:24
December 2020	552	00:00:31
January 2021	711	00:00:47
February 2021	505	00:00:27
March 2021	472	00:00:20
<b>TOTAL</b>	<b>5,943</b>	<b>00:00:29</b>

## **9.0 HIGHLIGHTS AND NEXT STEPS**

- 9.1** During the Pandemic Customer Services was able to recruit and train five new agents using digital technology, to ensure the team was adequately resourced to deliver the service following turnover.
- 9.2** Essential Registration services have been delivered throughout, contributing to the national data, informing the national and local situation and ensuring timely registration of deaths in challenging circumstances.
- 9.3** Community Hubs although closed have had technology upgrades in advance of reopening and to facilitate service delivery on reopening. The service manager module of the Tunstall alarm call system has been implemented in the ERC to better manage the alarm service and prepare for the migration from analogue to digital calls. The team is a key member of the Analogue to Digital Transformation project.
- 9.4** The national Customer Services Group was re-established in late 2020 and considerable work is being undertaken to benchmark Customer Services activity and to review appropriate performance indicators across customer services delivery. This work is ongoing and will inform benchmarking and performance indicators for the 2022/23 Business Improvement Plans.

## **10.0 IMPLICATIONS**

The implications for the Council are as undernoted.

- 10.1** Frontline Service to Customers - Improved service delivery through continuous improvement and management of performance
- 10.2** Workforce (including any significant resource implications)- None
- 10.3** Legal Implications – N/A
- 10.4** Financial Implications – N/A
- 10.5** Procurement – N/A
- 10.6** ICT – N/A
- 10.7** Corporate Assets - N/A
- 10.8** Equalities Implications – None
- 10.9** Other – N/A

#### **11.0 MANAGEMENT OF RISK**

The risks and control measures relating to this Report are as follows:-

- 11.1** Ensuring effective scrutiny of service performance and driving improvement in service delivery.

#### **12.0 IMPACT**

- 12.1 ECONOMIC GROWTH & RECOVERY** – None
- 12.2 EMPLOYMENT & SKILLS** – None
- 12.3 CHILDREN & YOUNG PEOPLE** – None
- 12.4 SAFER & STRONGER COMMUNITIES** – None
- 12.5 ADULT HEALTH & WELLBEING** – None
- 12.6 OLDER ADULTS, VULNERABLE PEOPLE & CARERS** – None
- 12.7 STATUTORY DUTY** – N/A

#### **13.0 POLICY CHECKLIST**

- 13.1** This Report has been assessed against the Policy Development Checklist and has been classified as being an operational report and not a new policy or change to an existing policy document.

#### **14.0 APPENDICES**

**14.1** None