

Title: Customer Services Relocation – Customer Analysis
Lead Officer: David Elkington (david.elkington@warwickdc.gov.uk)
Portfolio Holder: Councillor Jessica Harrison
Wards of the District directly affected: None

Introduction

During the 20th July scrutiny meeting significant discussion was held around the breakdown of customers who currently access face-to-face services at Riverside House. Whilst the composition of our face-to-face enquiries was discussed during the February scrutiny committee, further elaboration was desired to assess if the potential service needs were met by the Pump Rooms proposed design.

Customer Usage

Customer Services compile comprehensive information about why customers access Riverside House. These can broadly be classified as follows:

- Drop and Go

This group of Customers are typically dropping off or collecting something that requires little assistance. These transactions generally only last for a couple of minutes and typically dealt with at the Reception Desk.

- Visitors

These are individuals or groups visiting the office who will be taken to meet someone behind the scenes. The recent Peer Review assessors would be an example of this group, as would interviewees.

It is not anticipated that these types of visitors will continue to present at the Pump Rooms, so our design doesn't account for them.

- Specialists by Appointment

Customers who visit a facility to meet an officer for a specific purpose, typically with an appointment. This may for example include specialist advice from planning or environmental health on a one-to-one basis.

These customers are accounted for with both our private booth and meeting booth facilities.

- Assistance

This group requires assistance from our customer service officers and examples include benefit queries, housing queries and homelessness. These visitors will meet with a customer service representative and their query may take anywhere from a few minutes to a few hours.

These will be accommodated within our meeting booths.

Customer Numbers

Customer demand is variable throughout the year and normal patterns are driven by

operational outcomes. For example, more customers access the Elections Service during an election year, whilst more customers speak to the Revenues and Benefits teams shortly after the new year's bills are processed. However, for most of the year, customer demand is quite consistent, and Customer Services know when to expect peaks and troughs.

Table 1 provides a breakdown of the last 28 weeks of customer demand. The totals are shown in four weekly intervals and are also divided to provide a weekly average.

Key facts include:

- On average, 266 customers per week have accessed our services at Riverside House.
- Approximately 187 undertook transactions which may require the assistance of a customer service agent or required a meeting pod, which would continue to be serviced at the Pump Rooms.
- Approximately 26 customers per week may require a single person pod to interact with specialist officers (included in the 187 above).
- Approximately 30 enquiries per week may no longer be received at the Pump Rooms.
- Roughly 5.3% of visitors attend to access homeless services.

It should be noted that whilst concerns were raised as part of the Hands Off Our Pump Rooms petition regarding the provision of homeless services (as noted in the July cabinet report). The presence of a dedicated homeless officer on site, was intended to ensure such customers were seen promptly and efficiently, but on average, just 14 people per week visit our facilities for this purpose.

	Benefits and Revenues	Homeless	Housing	Key Returns	Home Choice form returned	Home choice form given out	123 Bin collection	Elections	Planning	Licences and Permits	WDC Visitors	WCC Enquiries	Post drop off	Other
02/01/2023 to 27/01/2023	215	82	151	32	168	77	29	12	30	32	109	12		164
30/01/2023 to 24/02/2023	180	80	175	40	186	78	36	13	31	35	123	15	20	171
27/02/2023 to 24/03/2023	190	74	151	30	103	83	41	122	23	38	81	17	51	145
27/03/2023 to 21/04/2023	207	33	181	28	103	54	99	227	46	37	58	33	93	107
24/04/2023 to 19/05/2023	174	33	162	34	119	52	50	132	34	24	99	21	84	102
22/05/2023 to 16/06/2023	177	51	129	18	97	58	22	17	32	30	78	17	27	82
19/06/2023 to 14/07/2023	132	42	133	17	109	64	4	4	17	22	80	25		87
Total	1275	395	1082	199	885	466	281	527	213	218	628	140	275	858
Weekly average	46	14	39	7	32	17	10	19	8	8	22	5	10	31





	Key	Usage per week
Assistance		98
Specialist		89
Drop and Go		49
No longer received		30
Total		266

Table 1. Summary of Customer Numbers.
 Figures have been broken down into four week intervals over a period of 28 weeks, to provide a representative sample.