

You Said, We Did

Customer Panel; IVR Redesign

The Customer Panel is set up to gain feedback on the current service that Basildon Council provide to the Borough's residents. This provides an insight into the improvements that our customers view would add value to the services the Council provides.

The sessions are designed to raise awareness of the issues that we need to combat to improve the service delivery that we offer.

The focus of this customer panel was to gain feedback regarding the redesign of the telephone IVR (Interactive Voice Response) system.

The opening script of the IVR system is too long.

- Amendments have been made to the script so that it is now shorter in length.

There was a suggestion to remove options for particular services that have low levels of demand at particular times of the year. For example, Elections.

- Analysis will be made throughout the year to establish the levels of demand this will identify the benefits that a seasonal IVR may have.

It was suggested that the script that states "for anything else such as rubbish and the collection of large household items" that follows the option of "for anything else" be removed.

- This change has been made and can be heard on the IVR system.

A comment was made that the music that is played on hold is to be classical and instrumental.

- This has been changed and the music that now plays on hold is Vivaldi.

In the event that a customer is on hold in a queue, it was suggested that the message instead of playing "your call is important to us, please hold" hearing what position they are in the queue. This way they can make an informed decision if they wish to remain on hold or not.

- This has been recorded and is now live in the IVR. This change is being trialled on the Revenues and Benefits service line.

It was discussed that the initial options on the IVR do not reflect what the service is, meaning that a customer would not understand the service from these titles.

- The following changes have been made to the IVR;
 - **Streetcare** is now **Streets, Parks and Open Spaces**
 - **Rubbish and Recycling** is now **Dealing with Waste**
 - **Revenues and Benefits** is now **Council Revenues and Benefits**

Other notes of feedback that came from the customer panel that are not IVR specific are as follows;

Customers are provided with a CAS reference number when they request some of our services. However, once a customer has this reference there is little that they can do with it.

- A tracking service that would allow customers to be able to track progress of their service request is being developed. When fully developed and tested the plan for this is to be implemented on to our website.

It was brought up that customers felt that they would prefer telephony agents to be honest and in instances where they do not know an answer to an enquiry to offer to find the answer and then call the customer back.

- The Quality Assurance Officer has issued the following statement in response to this “We check the quality of our interactions with customers whether that be by phone, email or face to face. A part of this is to ensure that the advisor is providing the customer with the correct information. During training, we will always encourage an advisor to put a customer on hold or to call the customer back if they are not sure of an answer so they can find out and make sure that the correct information is given.”

