Course Enquiry Team

August 2023 Report

August Overview

Contact Methods	Totals
Phone calls	2,347
Cases (email and webforms)	769
Live Chats	414

KPI Performance

KPI	2022/23 KPI Target	Achieved date	Achieved YTD (Year Sept-Aug 22)
Calls answered in 30 seconds	85%	100%	100%
Calls lost in 30 seconds	>10%	3.44%	100%
Customer Satisfaction Rating Phones	≤3 out of 5	4.3	100%
Customer satisfaction form (all services)	≤3 out of 5	4.5	100%

Customer Satisfaction

Customer Satisfaction Rating 1-poor, 5-excellent
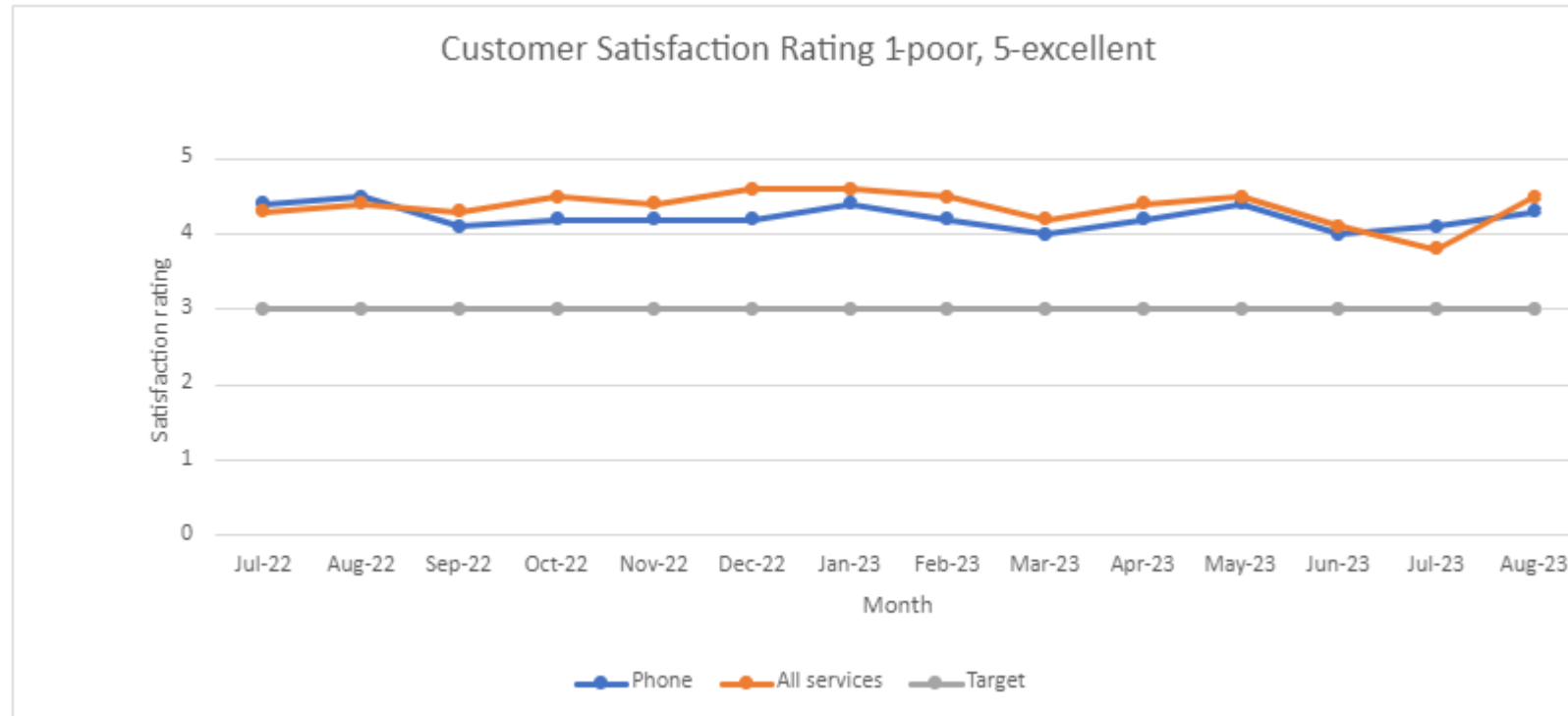
*Our telephony average excludes transferred calls and calls answered with a duration of less than 10 seconds - (less than 10 second calls can be wrong numbers, failed calls, quiet lines). Transferred responses are not a representation of our service.

*Our customer satisfaction ratings are recorded out of 5. Questions asked: how to you rate your customer service, 1 being poor, 5 being excellent? We take an average of our responses monthly.
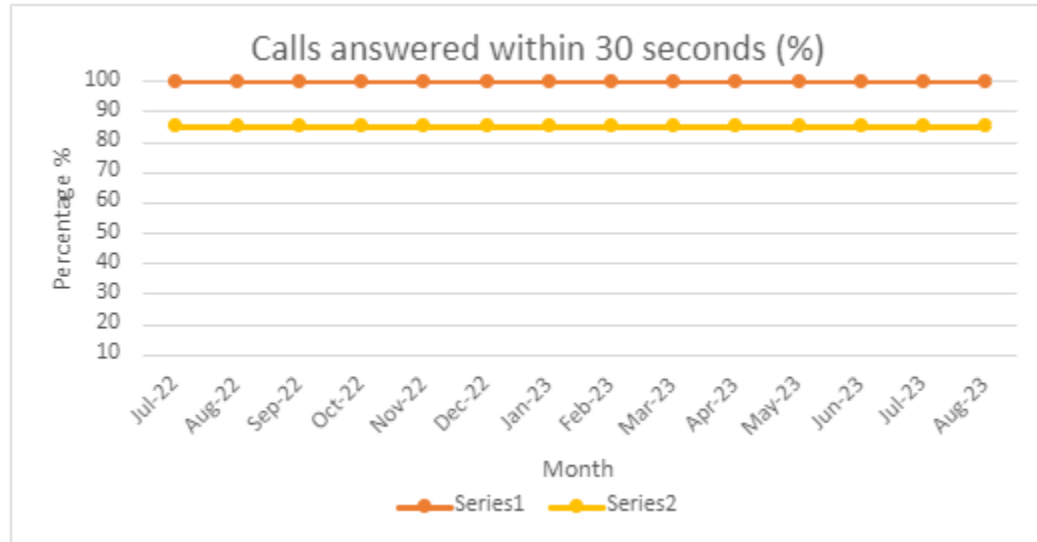
Phone: telephony feedback form.
All services: a feedback form sent to those added as contacts on our CRM or accessed on our contact us webpage. This asks for ratings on timeliness and customer service.

Call Response Time

Challenges, Highlights and Looking Forward

100% of calls answered in 30 seconds ☺

Calls answered within 30 seconds (%)

*Call response times are taken when the call has rooted through to an operator and the telephone starts ringing. Our target is to answer 85% of calls within 30 seconds of ringing.

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Calls Lost

Challenges, Highlights and Looking Forward

Calls lost under 30 seconds under 10% for over a year.

% calls lost in 30 seconds
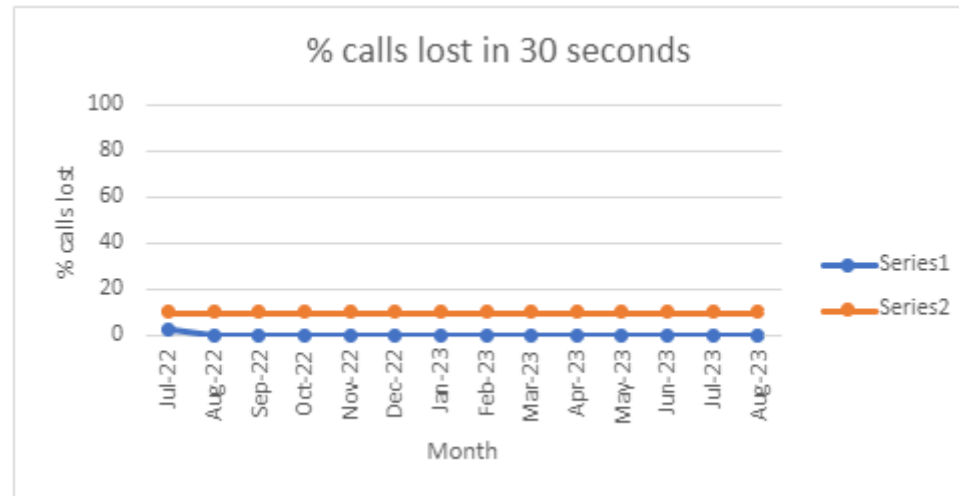
*Call lost are calls we lose before rooting through to an operator and ringing. This can be from waiting in a queue while an operator is busy, or while listening to our automated telephony response. Our target is to stay below 10% calls lost in under 30 seconds.