
Course Enquiry Team

August 2022 Report

August Overview

Contact Methods	Totals
Phone calls	2082
Cases (email and webforms)	1199
Live Chats	463

KPI Performance

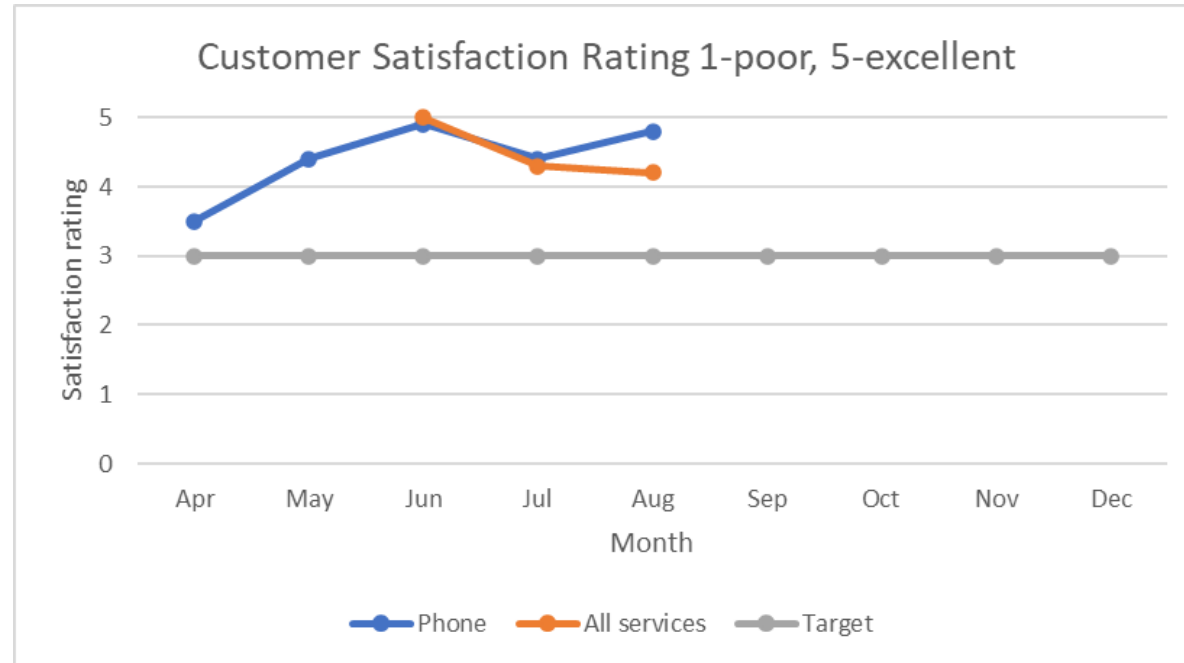
*Achieved YTD is usually calculated September-Aug. Please note we only have data since April (this is when we implemented feedback options). YTD data will be from April-Sept 22.

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%	2.36%	100%
Customer Satisfaction Rating Phones	≤3 out of 5	4.8	100%
Customer satisfaction form (all services)	≤3 out of 5	4.2	100%

Customer Satisfaction

Challenges, Highlights and Looking Forward

This has been an extremely busy month for CET with larger call volumes than last month due to clearing and registration enquiries. We have logged 2082 calls and 1199 cases and still are consistently staying above our customer satisfaction target of 3≥ out of 5. We have had a slight dip in our all service rating but this is to be expected in a busy period – and we are still well above our target.



***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.**

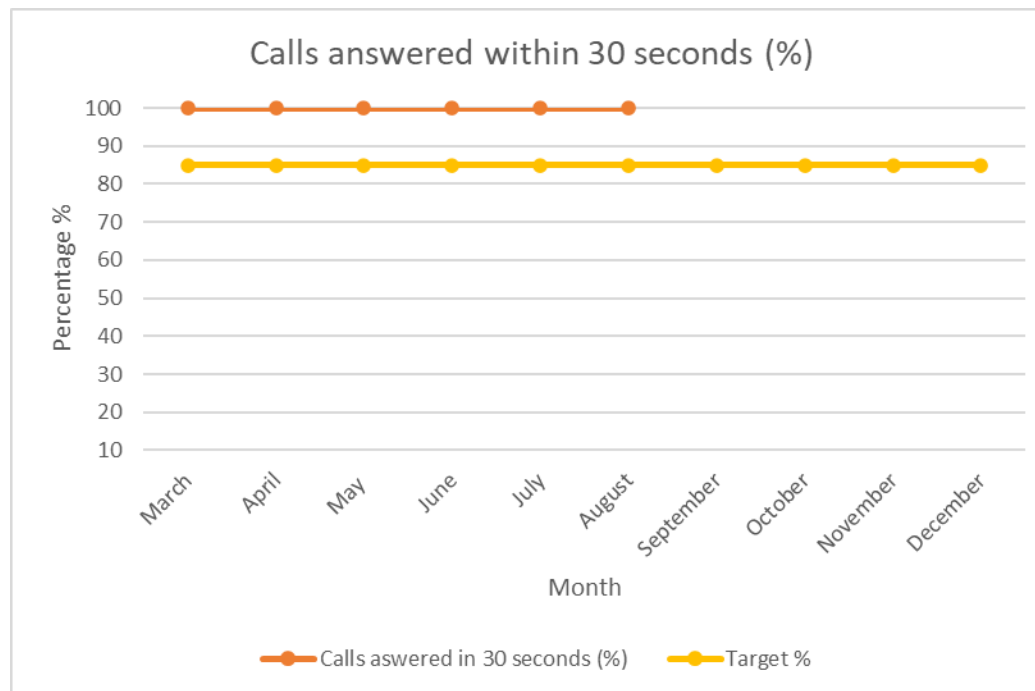
Phone: telephony feedback form.

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
in the last 6 months 😊

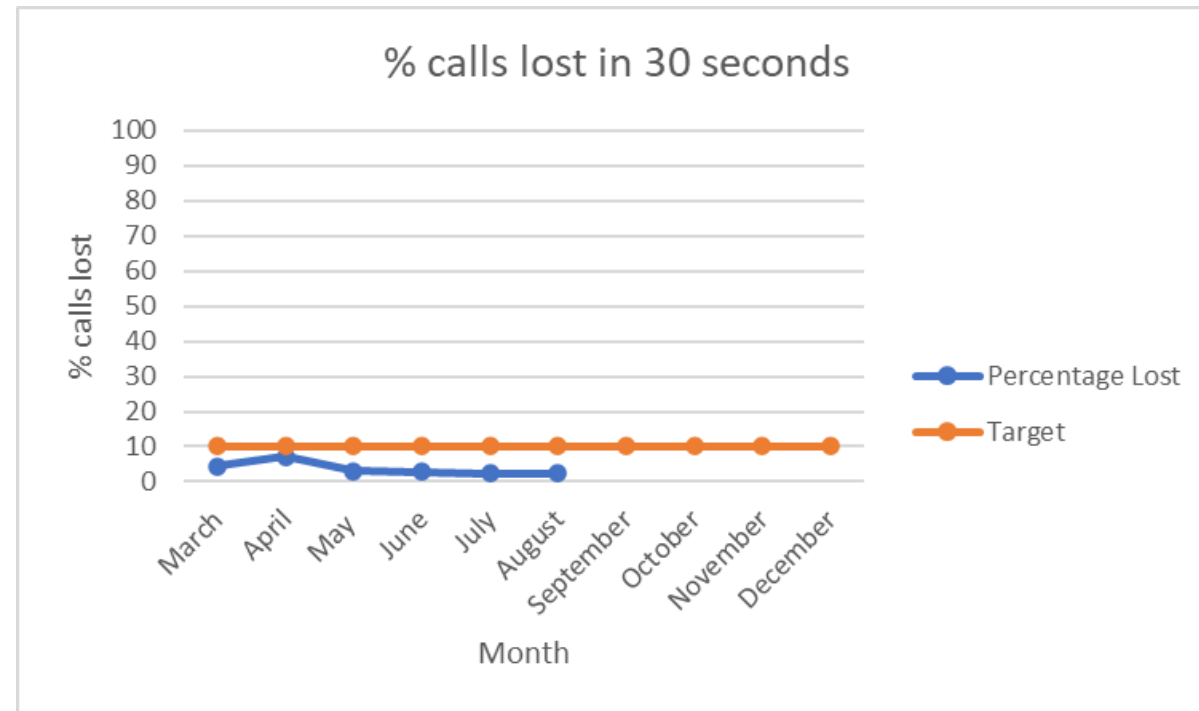


*Call response times are taken when the call has routed through to an operator and the telephone starts ringing. Our target is to answer 85% of calls within 30 seconds of ringing.

Calls Lost

Challenges, Highlights and Looking Forward

Calls lost under 30 seconds under 10% for last six months. This is great considering our call volume this month.



*Call lost are calls we lose before routing 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.