

# Course Enquiry Team

Jan 2024



Canterbury  
Christ Church  
University

# January Overview

Contact Methods	Totals
Phone calls	1,553
Cases (email and webforms)	845
Live Chats	242



# KPI Performance

KPI	2022/23 KPI Target	Achieved date	Achieved YTD (Year Jan 2023 – Jan 2024)
Calls answered in 30 seconds	85%	<b>100%</b>	100%
Calls lost in 30 seconds	>10%	<b>1.55%</b>	100%
Customer Satisfaction Rating*	≤3 out of 5	<b>4.55</b>	100%
Email and webform response times	Within 24 working hours (unless specified otherwise)	<b>0.2 days</b>	0.3 days

\*This score is an average of both satisfaction scores, a breakdown of each can be found on the next slide,

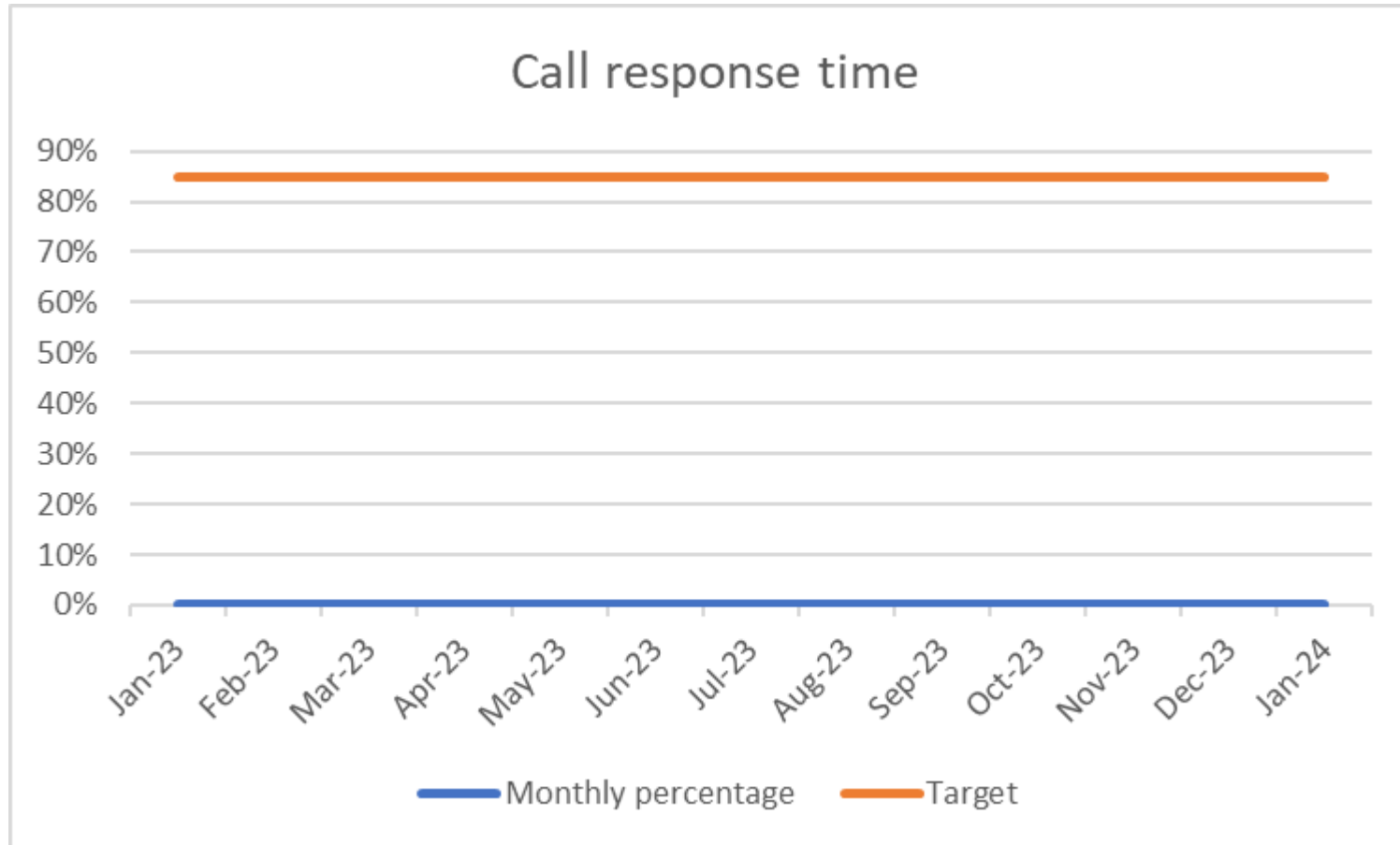
# Customer Satisfaction



Customer satisfaction, email, webform and live chat.

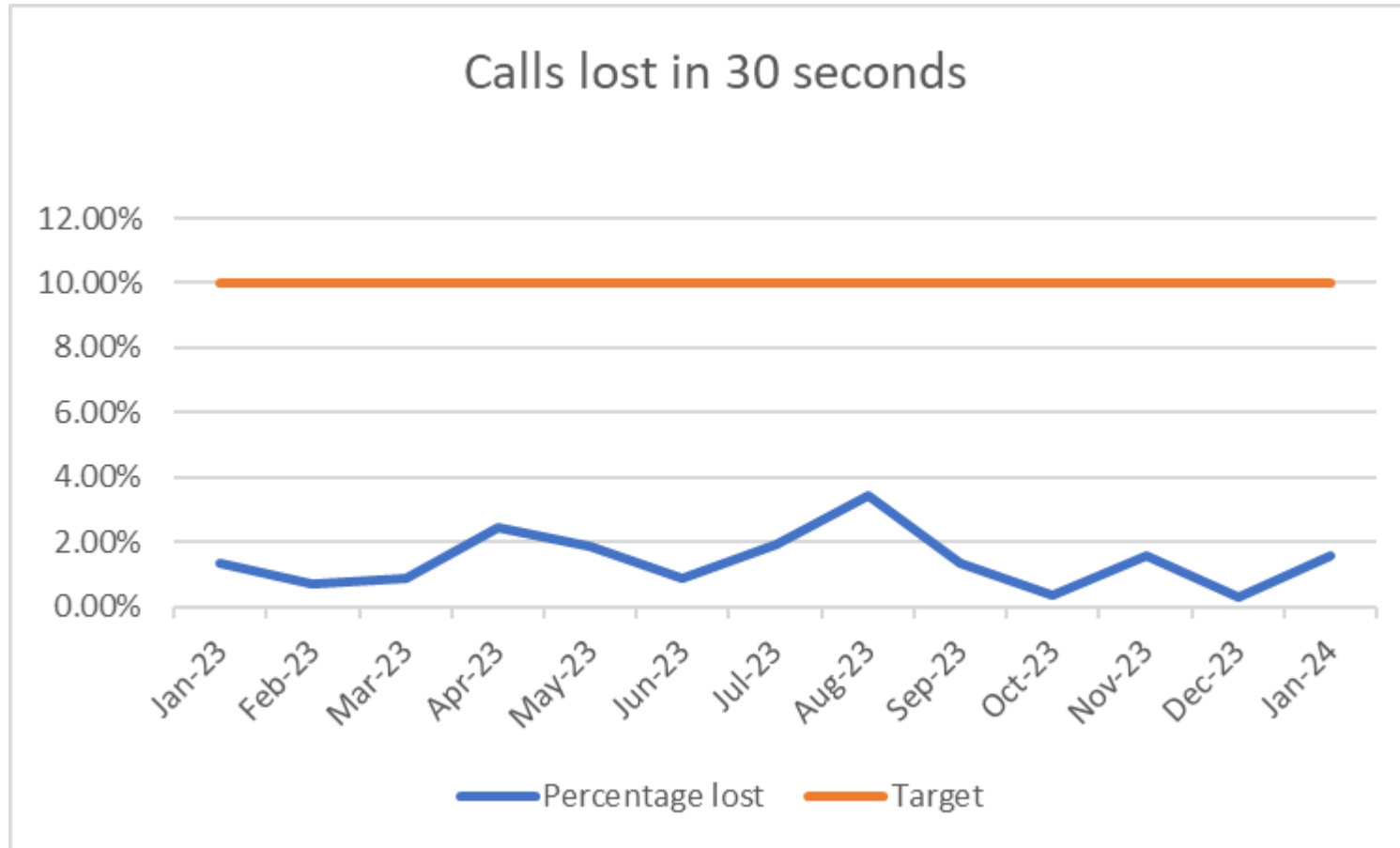
A feedback form sent to those added as contacts on our CRM or accessed on our contact us webpage. This asks for ratings on timeliness and customer service.

# Call Response Time



**\*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



**\*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.**