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# Course Enquiry Team

July 2022 Report

# July Overview

Contact Methods	Totals
Phone calls	1376
Cases (email and webforms)	780
Social Responses	26
Live Chats	281

# 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%	2.37%	100%
Customer Satisfaction Rating Phones	≤3 out of 5	4.4	100%
Customer satisfaction form (all services)	≤3 out of 5	4.3	100%

# Customer Satisfaction

## Challenges, Highlights and Looking Forward

We are consistently staying above our customer satisfaction target of 3≥ out of 5. We must take into consideration that in our first month we only had 13 responses to our feedback form in comparison to 117 responses this month. Of those 117 responses we have averaged a customer satisfaction of 4.3. 83 of those respondents selected they were prospective students so we are happy our target customer group is receiving a great service. Our telephony customer satisfaction this month is 4.4. We have managed to stay consistent with our service despite an increase in calls this month. Looking forward - we must continue to answer more at first point of contact and keep customers informed with any necessary referrals to other departments.



**\*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.**

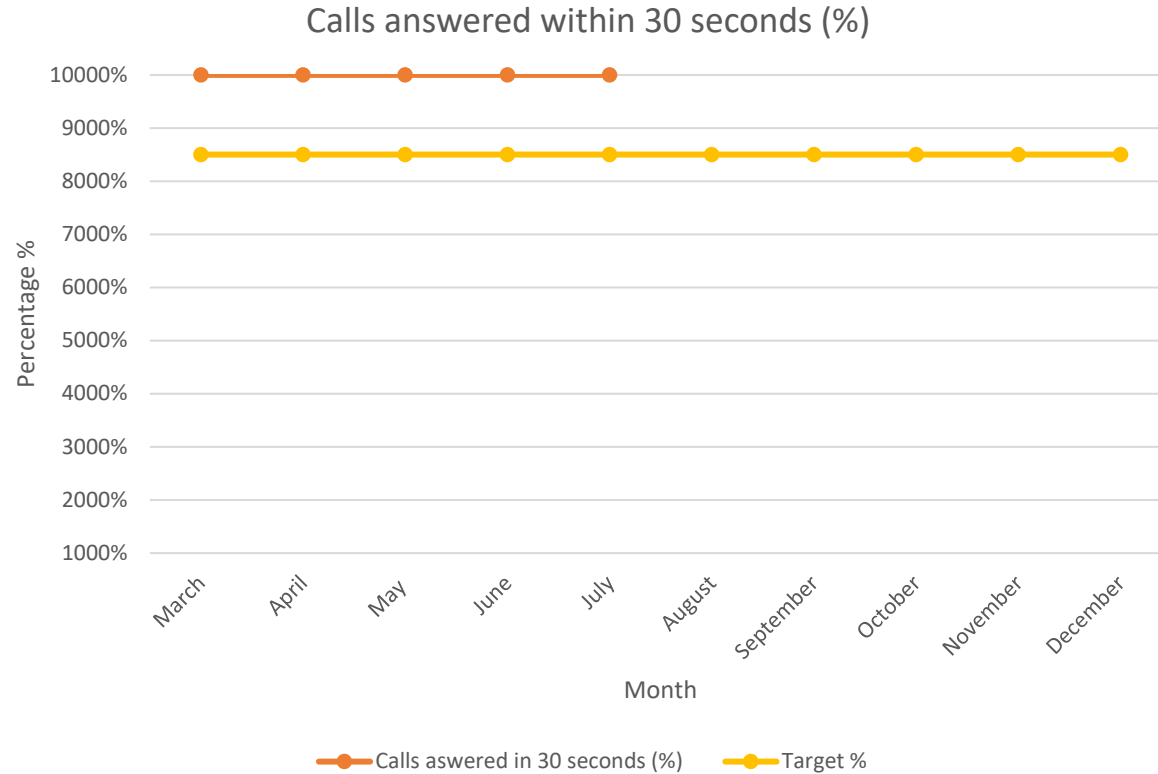
**Phone: telephony feedback form.  
All services: a feedback form sent to those added as contacts on our CRM or accessed on our contact us webpage. This asks for ratings on timeliness and customer service.**



# Call Response Time

## Challenges, Highlights and Looking Forward

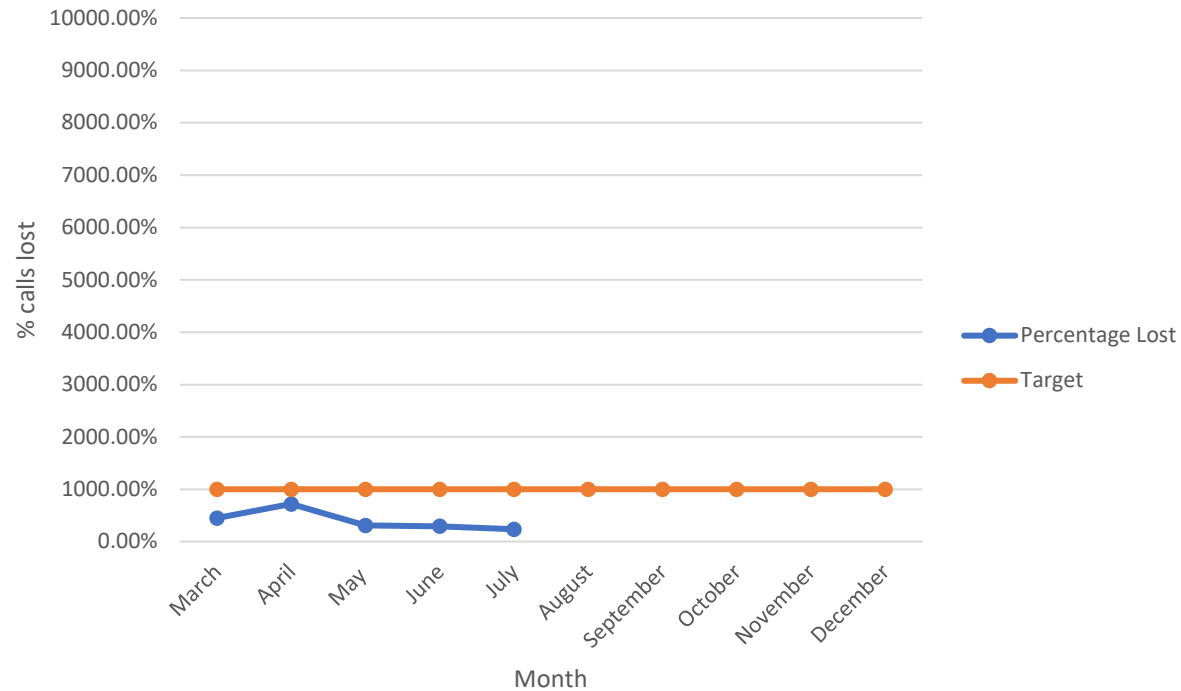
100% of calls answered in 30 seconds in the last 5 months 😊



\*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

% calls lost in 30 seconds



## Challenges, Highlights and Looking Forward

Calls lost under 30 seconds under 10% for last five months. The percentage lost is also going down. We need keep an eye that this continues during our busy period in August as our call count will increase.

**\*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.**