
Course Enquiry Team

June 2022 Report

June Overview

Contact Methods	Totals
Phone calls	1287
Emails	399
Webforms	105
Social Responses	25
Live Chats	106

Emails/webforms this month are not taking into consideration our CRM switch to “cases” from 27th June – which adds another 133 leads.

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%	2.94%	100%
Customer Satisfaction Rating Phones	≤3 out of 5	4.9	100%
Customer satisfaction form (all services)	≤3 out of 5	5	100%

Customer Satisfaction

Challenges, Highlights and Looking Forward

Our second month with feedback on the phones. We are staying above our target of ≤ 3 which is good. We have noticed an increase in calls due to clearing starting in July, so going forward need to ensure larger call volumes do not affect our service rating.

Our first month with feedback on all services (form sent to contacts added on our CRM). Whilst we have only had feedback for part of the month (27th June) it is positive that these all have been 5's for service and timeliness. (10 responses).



***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.**

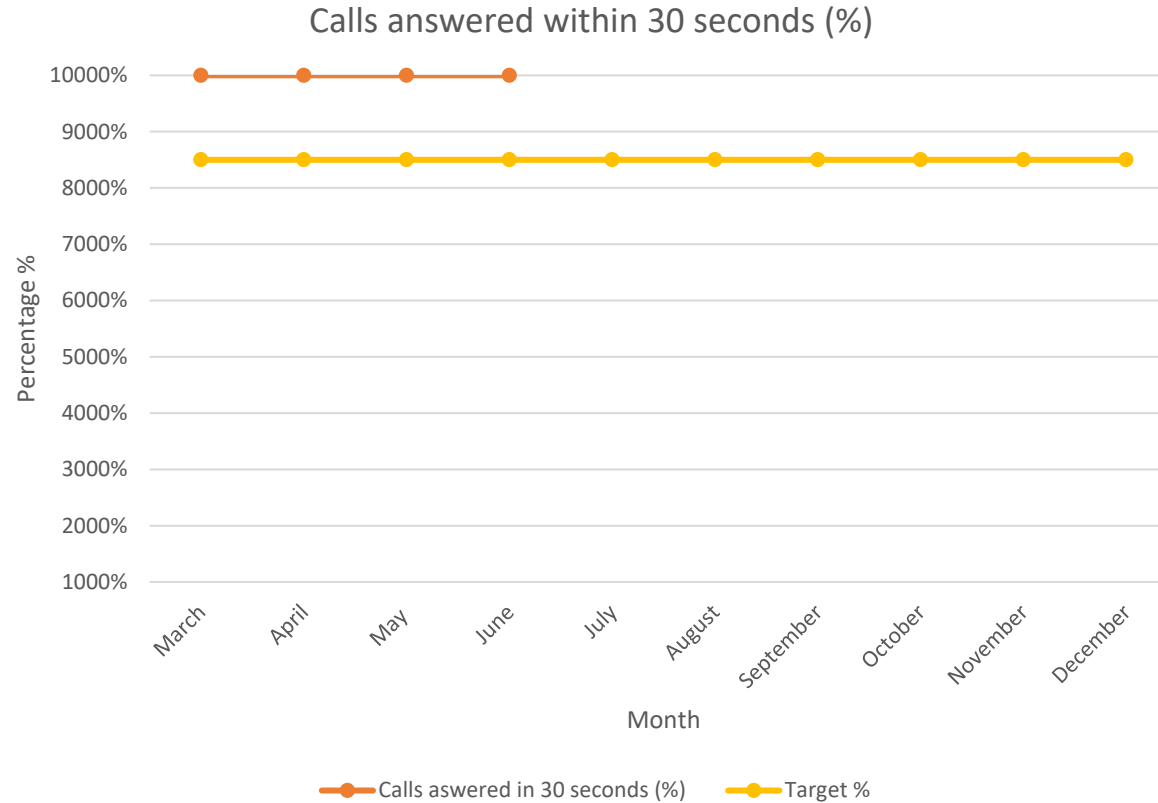
Phone: telephony feedback form.

All services: a feedback form sent to those added as contacts on our CRM or accessed on our contact us webpage.

Call Response Time

Challenges, Highlights and Looking Forward

100% of calls answered in 30 seconds consistently. 😊

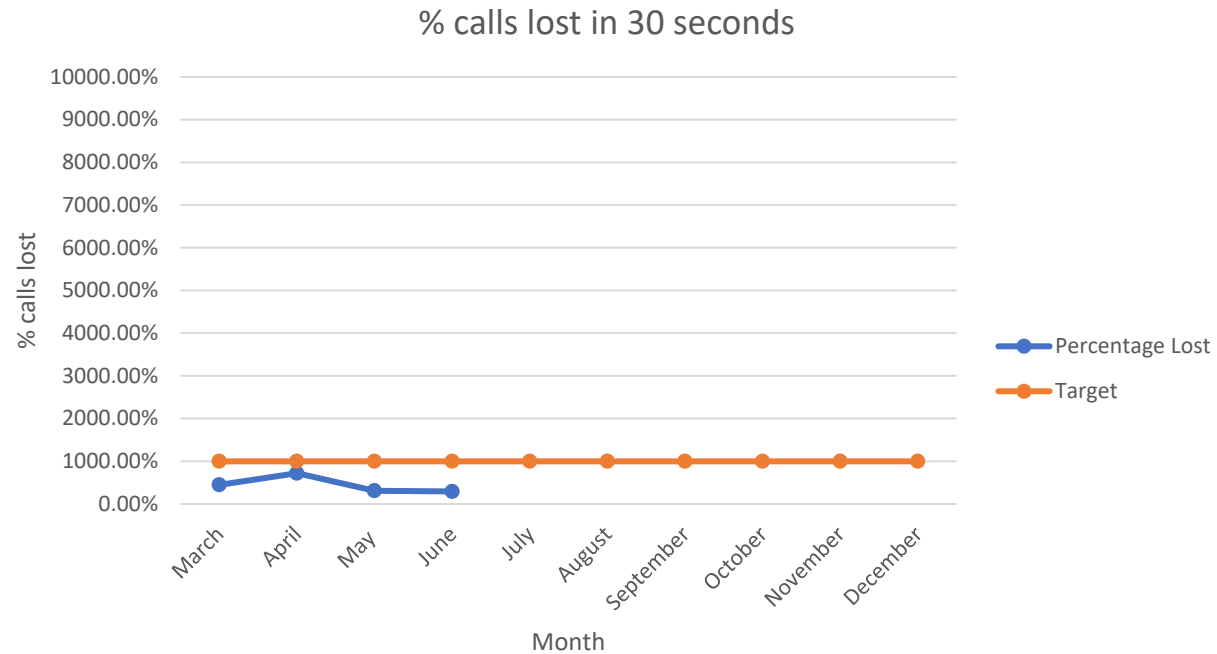


*Call response times are taken when the call has routed through to an operator and the telephone starts ringing. Our target is to answer 85% of calls within 30 seconds of ringing.

Calls Lost

Challenges, Highlights and Looking Forward

Positive: Calls lost under 30 seconds under 10% for last four months. 😊 The percentage lost is also going down.



*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.