

---

# Course Enquiry Team

March 2023 Report

## March Overview

Contact Methods	Totals
Phone calls	1321
Cases (email and webforms)	759
Live Chats	28

# KPI Performance

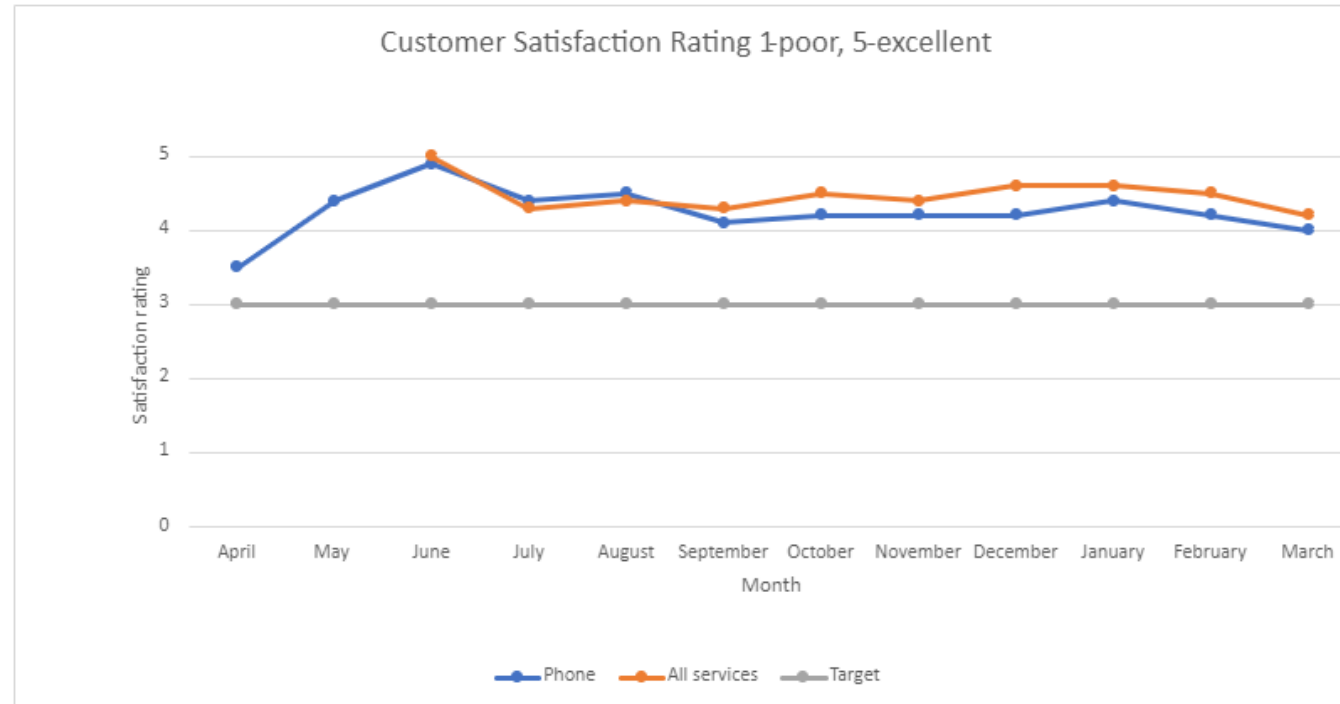
\*Achieved YTD is usually calculated September-Aug. Please note we only have data since April (this is when we implemented feedback options). YTD data will be from April-Sept 22.

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%	0.89%	100%
Customer Satisfaction Rating Phones	≤3 out of 5	4.0	100%
Customer satisfaction form (all services)	≤3 out of 5	4.2	100%

# Customer Satisfaction

Challenges, Highlights and Looking Forward:

Live chat volume has decreased due to an approved chatbox that directs students to the correct department. Customer service has slightly dipped due to re-directing students via the telephone to the correct team, for instance updates regarding applications and interviews.



**\*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.**

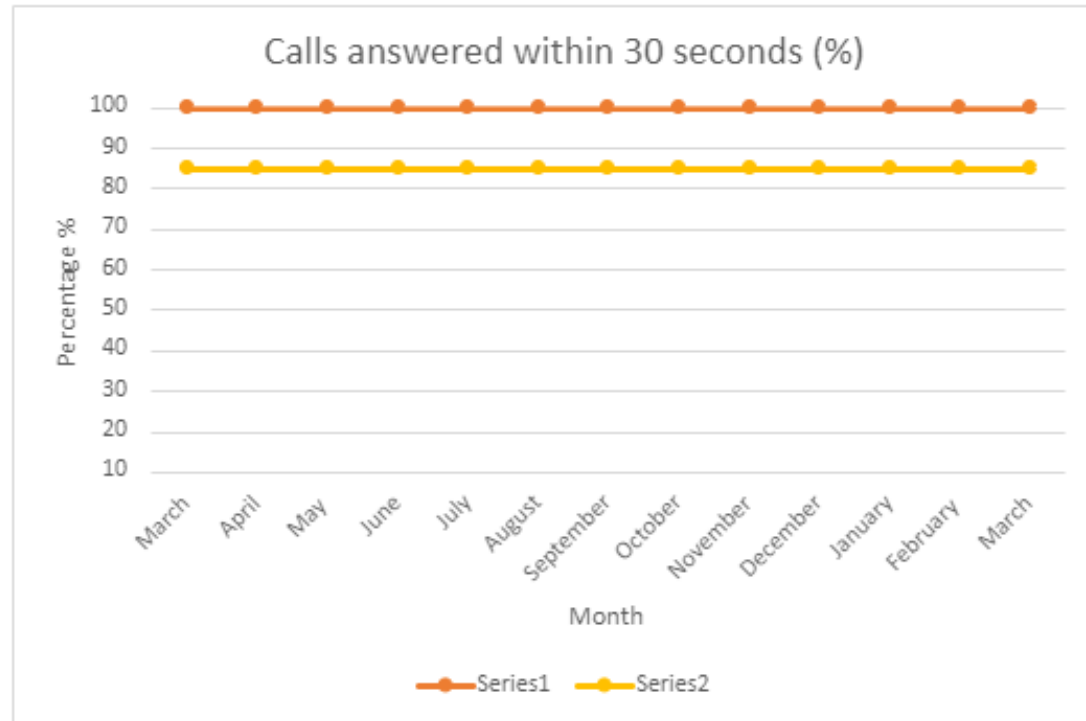
**Phone: telephony feedback form.**

**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  
😊



\*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 12 months.



\*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.