

Course Enquiry Team



Canterbury
Christ Church
University

March Overview

Contact Methods	Totals
Phone calls	1,033
Cases (email and webforms)	792
Live Chats	325

KPI Performance

KPI	2022/23 KPI Target	Achieved date	Achieved YTD (Year Jan 2023 –Feb 24)
Calls answered in 30 seconds	85%	100%	100%
Calls lost in 30 seconds	>10%	0.63%	100%
Customer Satisfaction Rating*	≤3 out of 5	4.1	100%
Email and webform response times	Within 24 working hours (unless specified otherwise)	0.3 days	0.3 days

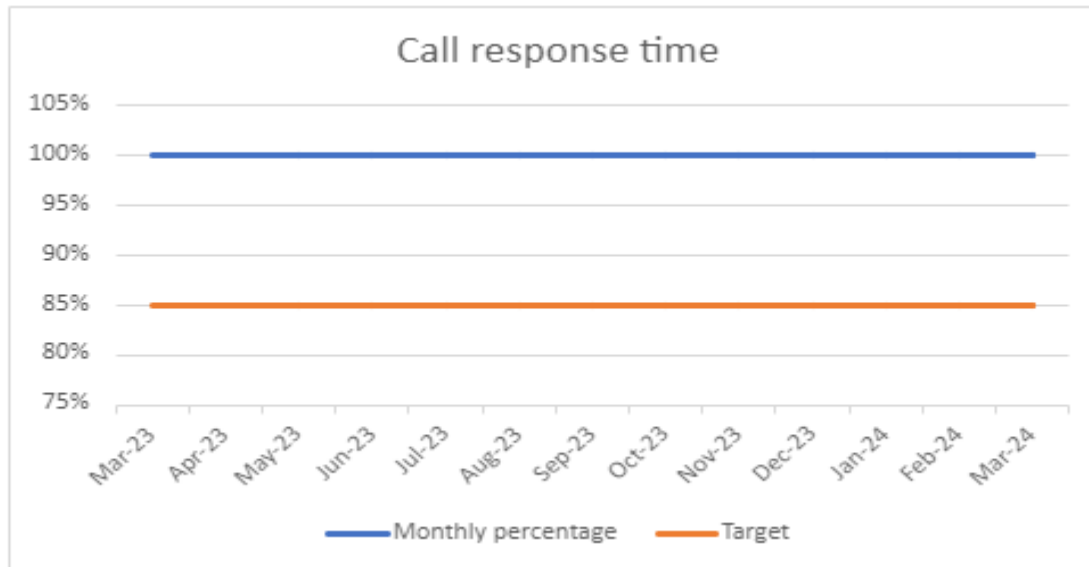
Customer Satisfaction



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.**