
Course Enquiry Team

October 2022 Report

October Overview

Contact Methods	Totals
Phone calls	1,511
Cases (email and webforms)	744
Live Chats	248

KPI Performance

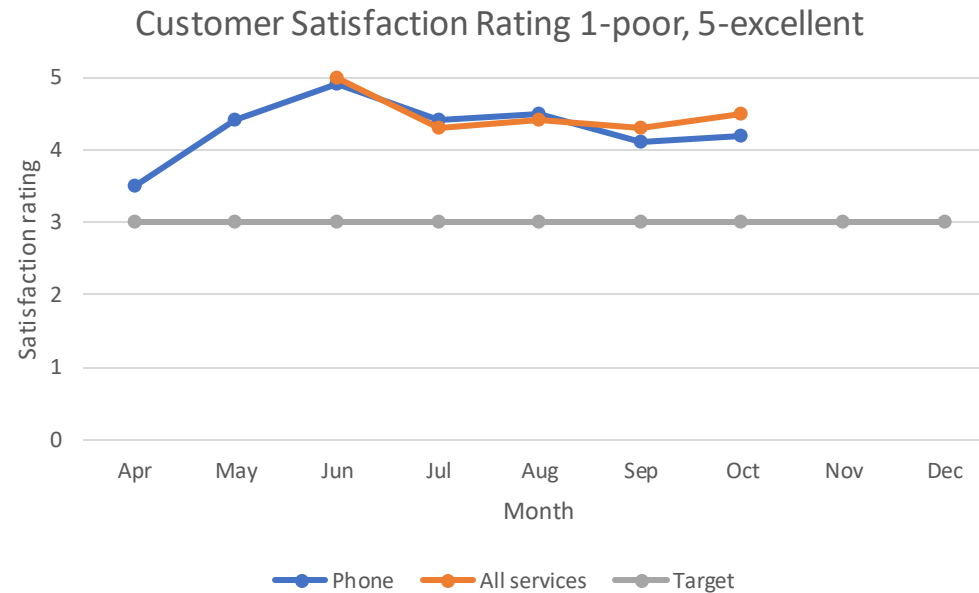
*Achieved YTD is usually calculated September-Aug. Please note we only have data since April (this is when we implemented feedback options). YTD data will be from April-Sept 22.

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%	0.82%	100%
Customer Satisfaction Rating Phones	≤3 out of 5	4.2	100%
Customer satisfaction form (all services)	≤3 out of 5	4.5	100%

Challenges, Highlights and Looking Forward

This has been an busy month for CET with large call volumes due to signposting current student and 2023 enquiries. We have logged calls 1511 and 744 cases and still are consistently staying above our customer satisfaction target of 3 \geq out of 5.

Customer Satisfaction



***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.**

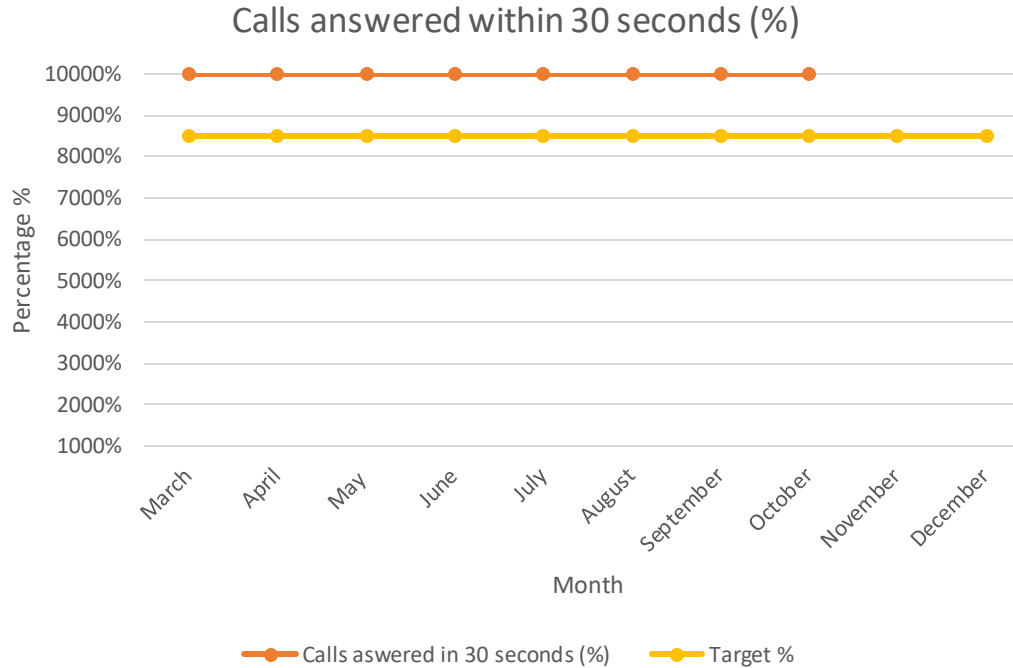
Phone: telephony feedback form.

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

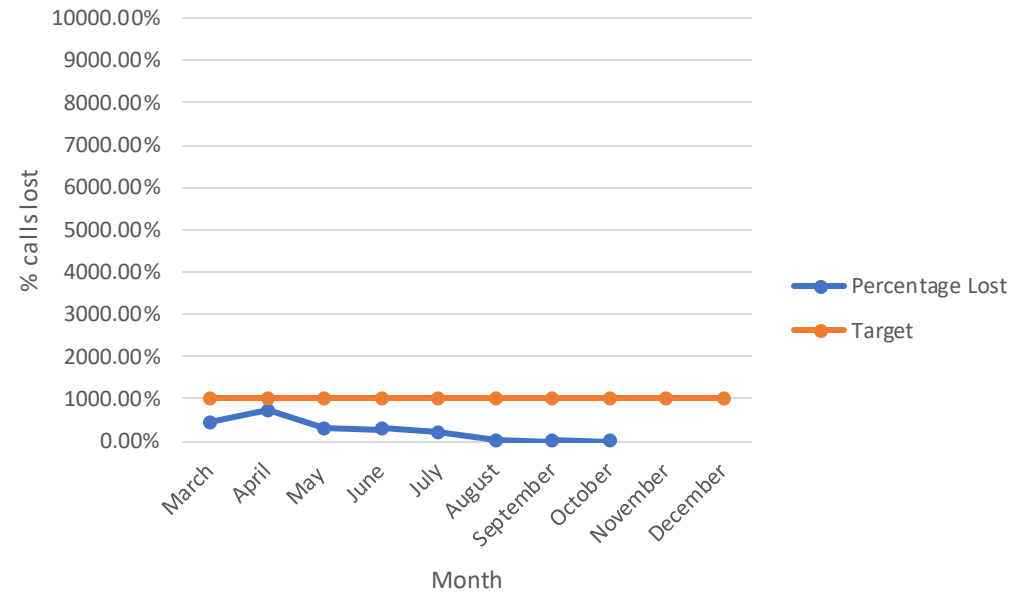
100% of calls answered in 30 seconds in the last 7 months 😊



*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 six months. This is great considering our call volume this month.

***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.**