



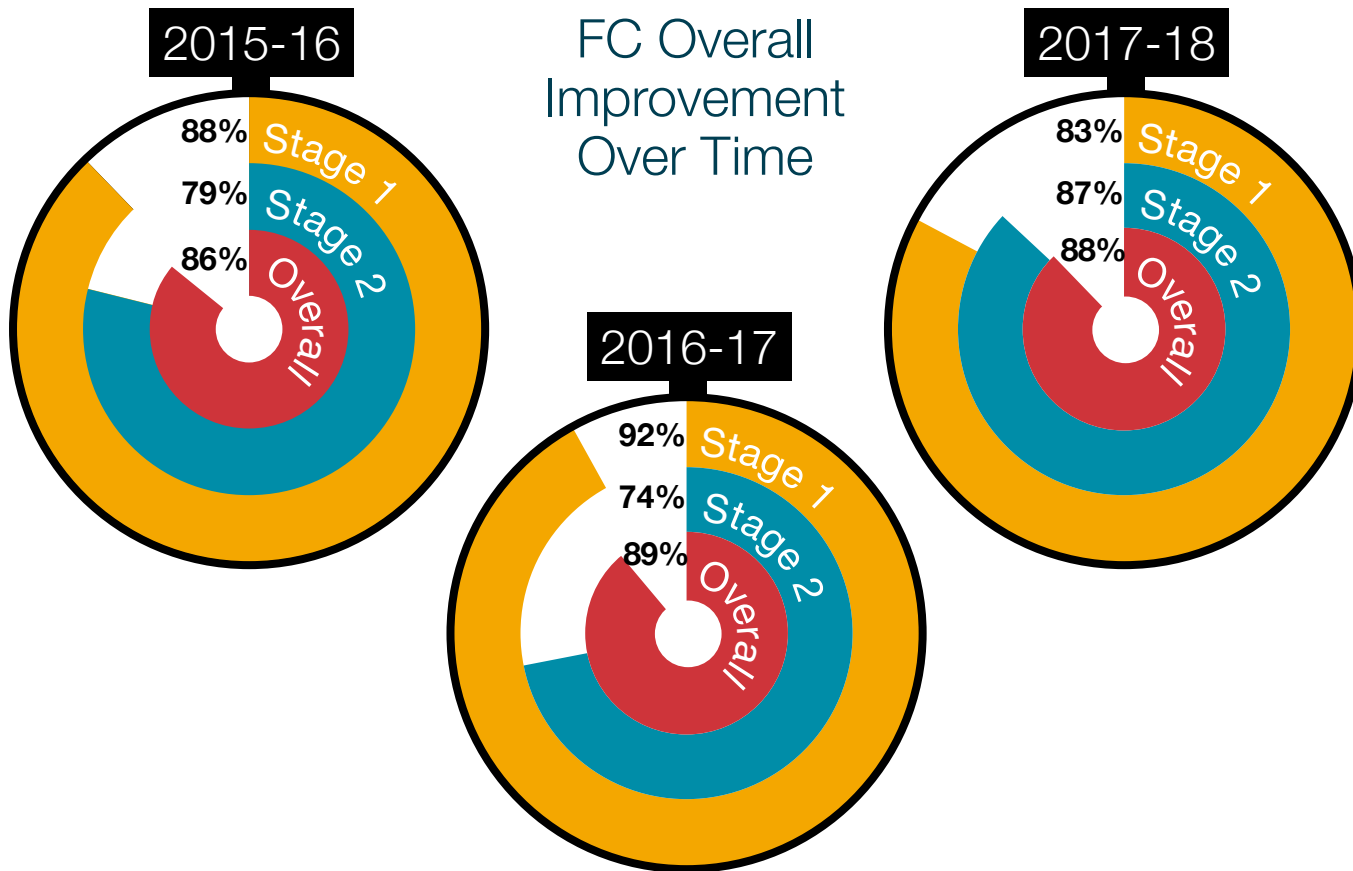
# Customer Report **2017/18**



**A Responsive Council**

**A Digital Council**

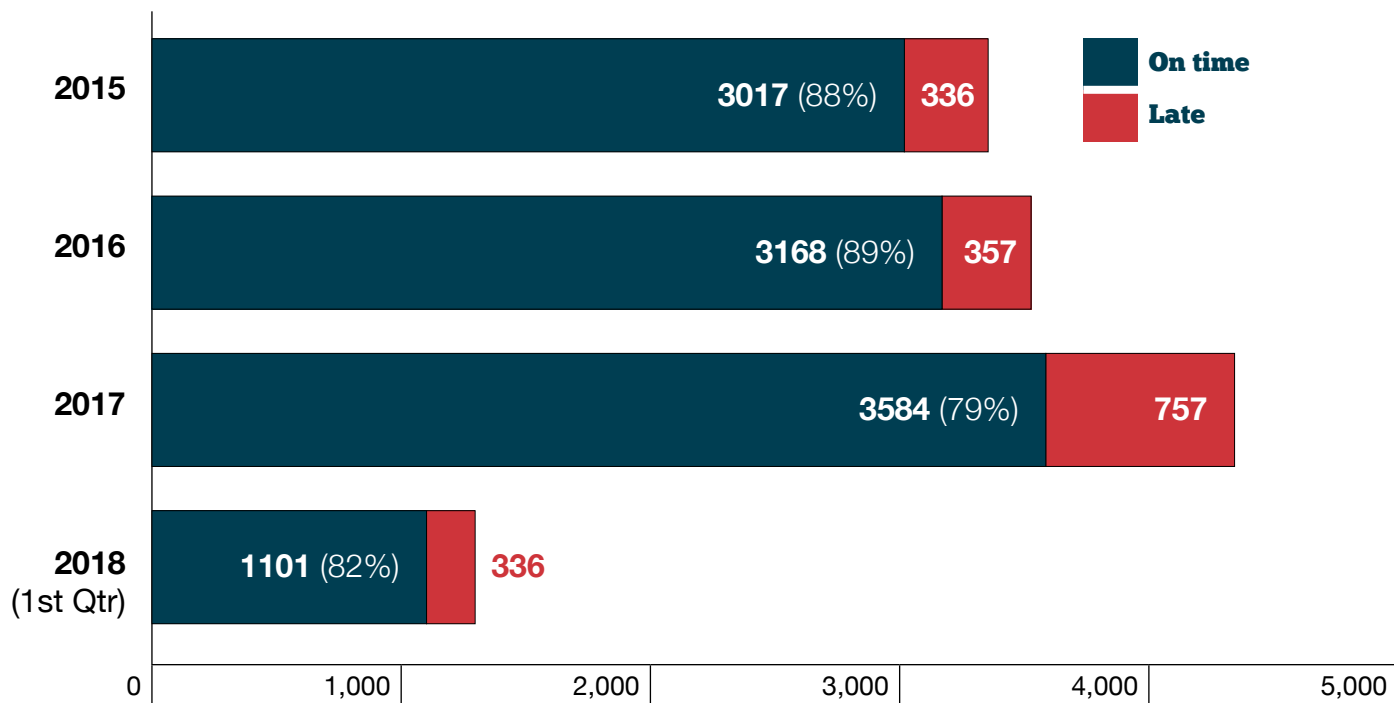
**A Joined Up Council**



**Responsiveness to Stage 2 complaints continues to improve with the overall responsiveness staying the same. Customers are now surveyed 4 weeks after a complaint to ask how their complaint was handled.**



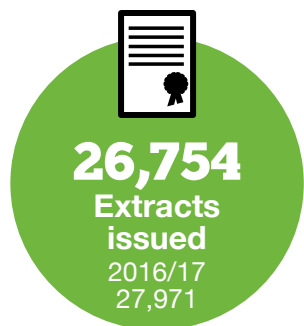
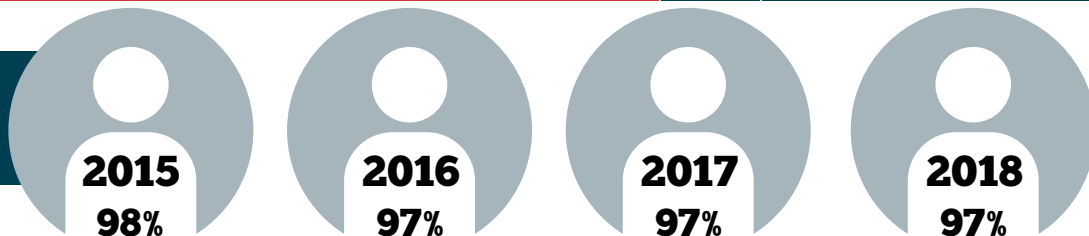
### Information Requests



**There was a 12% increase in requests from 2016 to 2017 and early projections show that there could be as much as a 19% increase in 2018.**



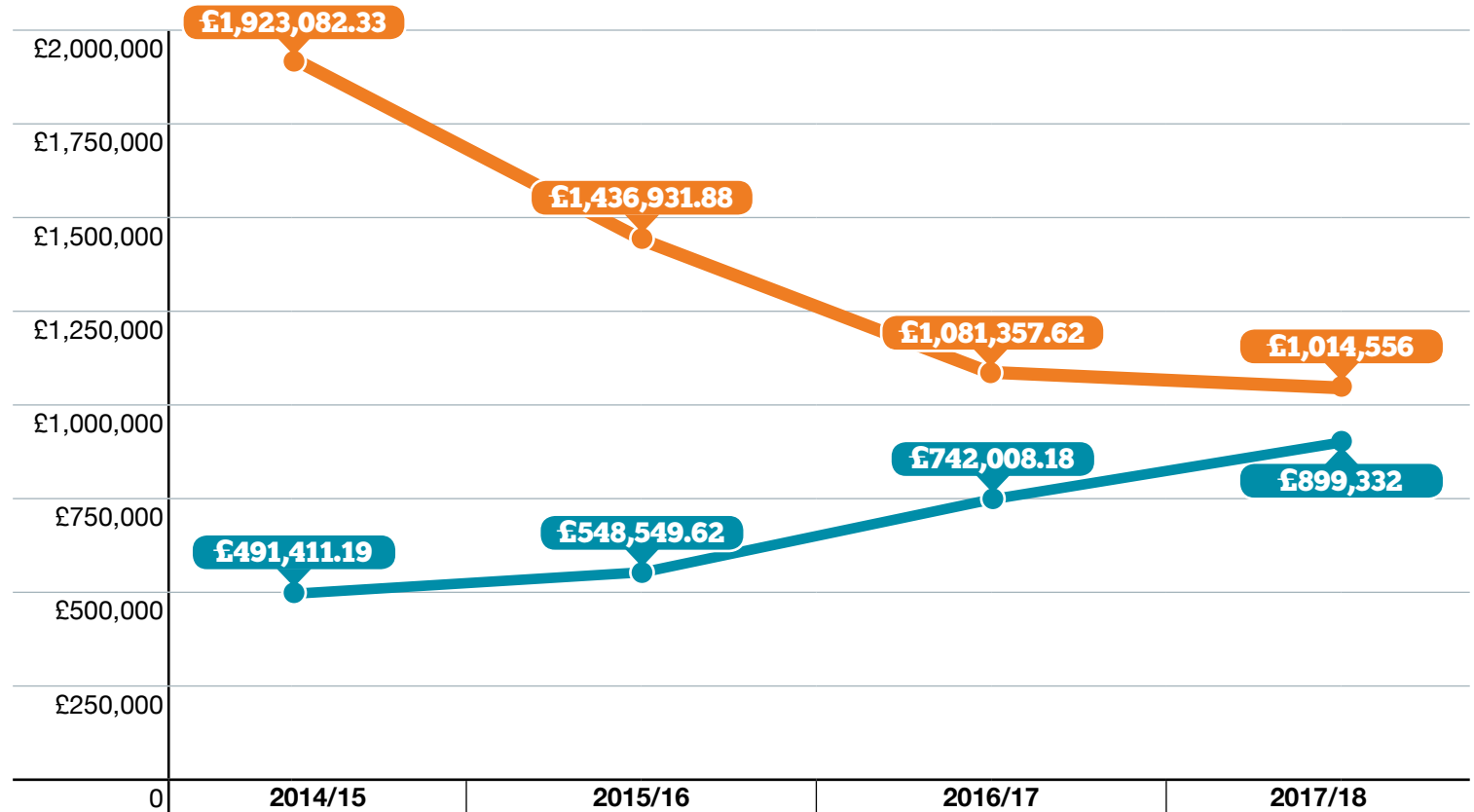
### Registration Accuracy





### Scottish Welfare Fund Trends

- Community Care Grants
- Crisis Grants





**14,667**

Calls answered  
2016/17  
17,048

**13,091**

Crisis Grant  
Applications  
2016/17  
11,707

**3,658**

Community Care  
Applications  
2016/17  
3,313

**48.2%**  
Online

**13,031**

Awarded  
applications  
2016/17  
11,390

**83%**

Crisis Grant  
Award rate  
2016/17  
82%

**60%**

Community Care  
Award rate  
2016/17  
53%

## Average award

Crisis Grant

**£84.69**

Community Care Grant

**£508.30**

**Total of 16,749 applications received and 13,031 (77%) awarded. 48% of all applications were made online.**



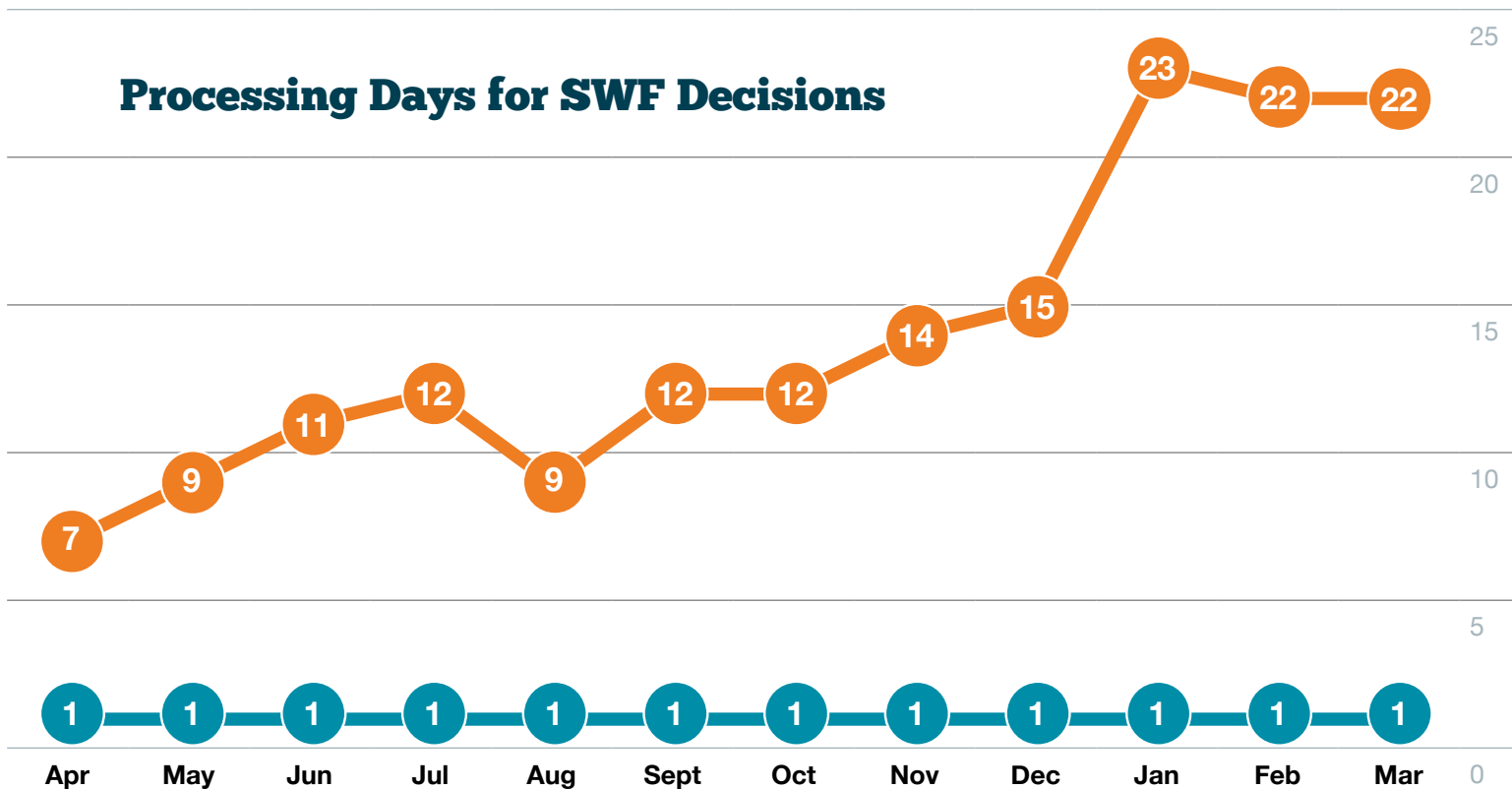
### Total spend **£1,913,888**





### Scottish Welfare Fund Trends

- Community Care Grants
- Crisis Grants







**Completing the Customer Service Professional Qualification (CSPQ) is proven to boost candidate's confidence, making them more aware of how Fife Council works and the role they have to help improve the services we provide. Several graduates have gone on to secure promoted posts since completing the qualification.**



**18**

new candidate registrations in 2017/18

**58**

candidates are currently working towards a CSPQ.

**153**

have already graduated



**CSPQ Champion of the year 2017**

This is Fife Councils 4th Success in the National Awards since the launch of the qualification in 2010.

**1st**

in Scotland for Candidates and Graduates out of 44 Scottish organisations offering the CSPQ

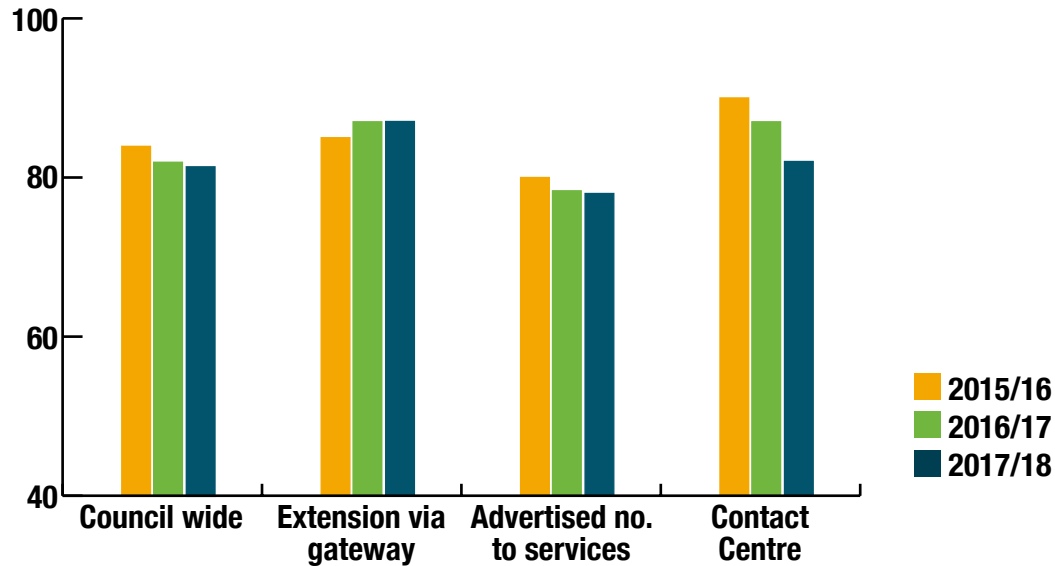
**An e-Learning module focussing on Internal Customer Service was created and launched in October 2016. The aim of this module is for learners to view colleagues as customers and understand the basics of good customer service.**

**439**

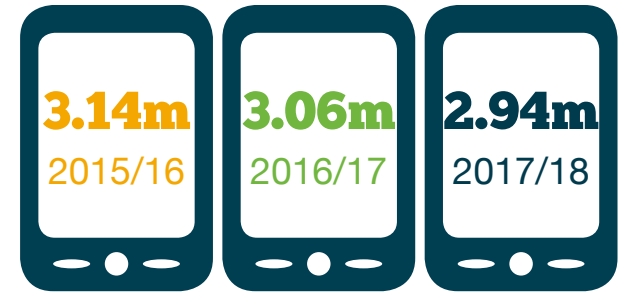
completed the Internal Customer Service e-Learning module by end of March 2018.



### Call answering levels



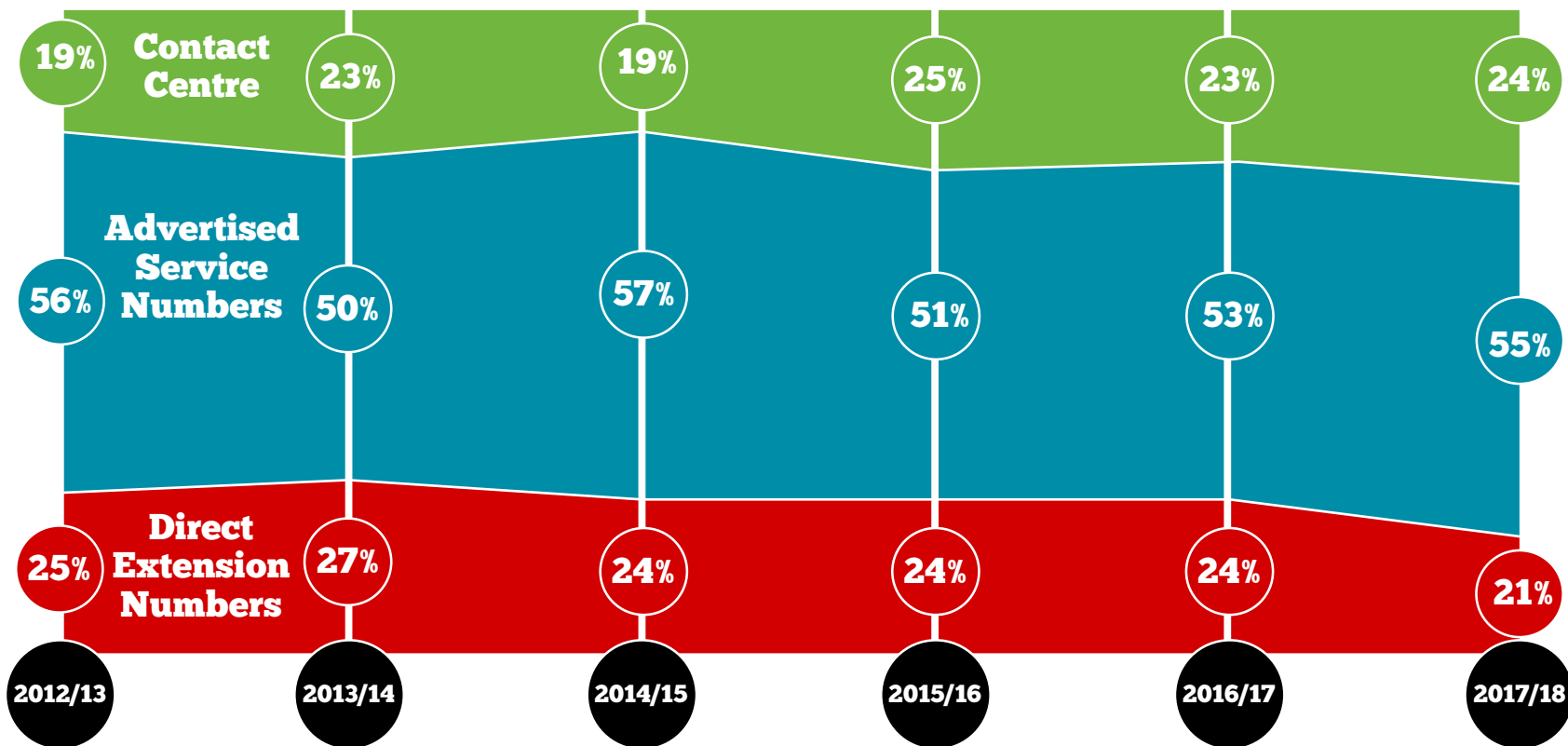
### Total phone calls



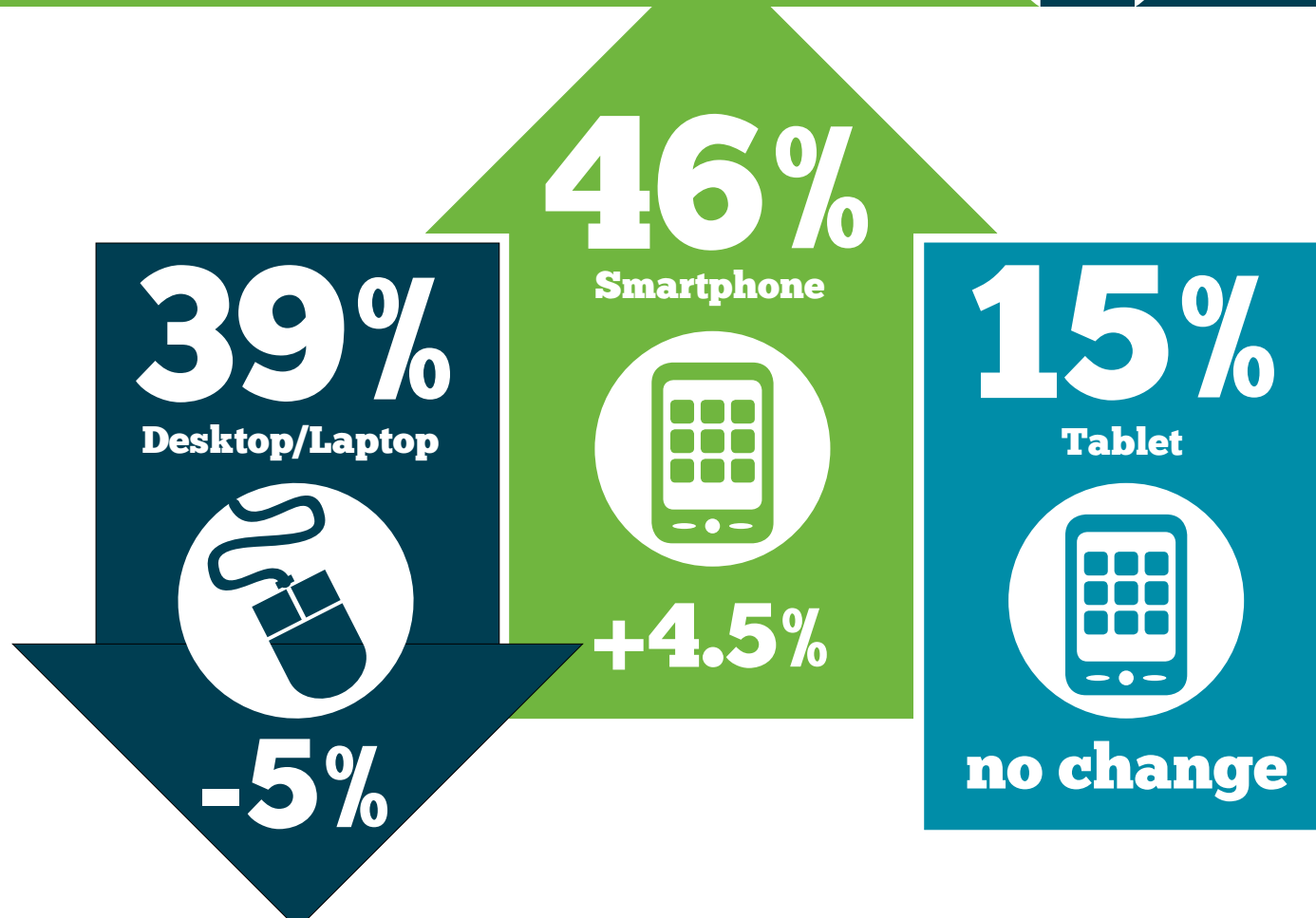
**As we continue to increase the amount of on-line services and make it easier for the customer to contact us in other ways we are seeing a drop in the number of calls received into the council.**



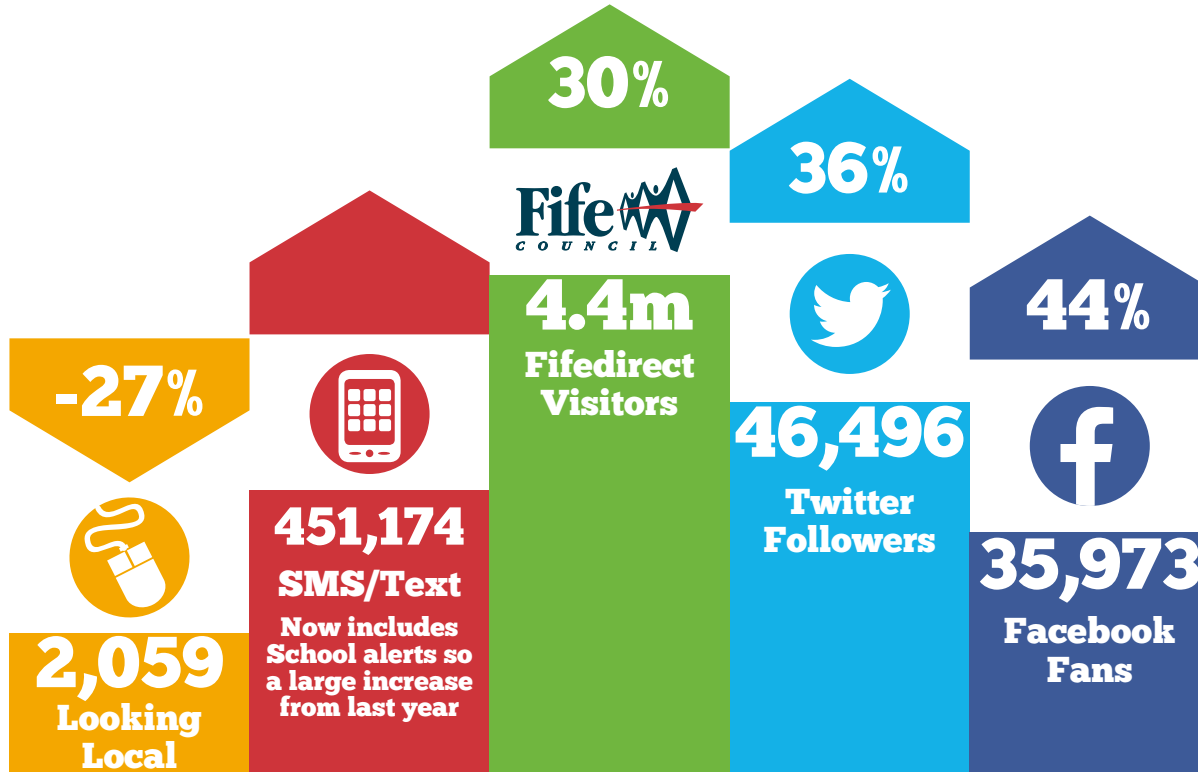
### Where calls are answered



**There has been a slight drop in calls to direct extension numbers but no significant change to the other areas.**

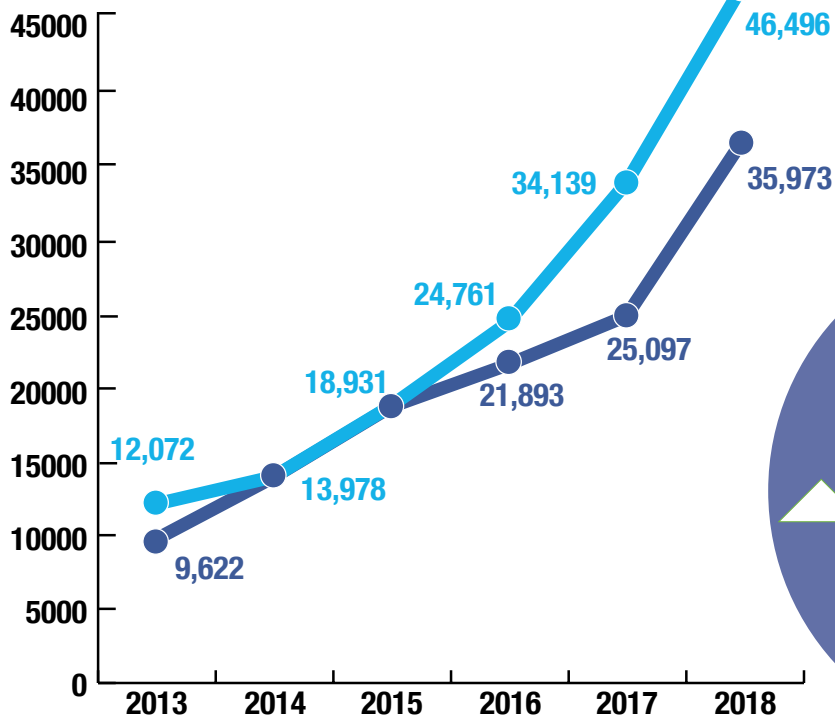


**Customers are increasingly using smartphones to do business online. As customers we all now expect a much quicker and more immediate response.**





### Online/Digital: Social Media



46,496

Twitter Followers

36%

since 2017

35,973

Facebook Fans

44%

since 2017



**We have been skilling up the organisation in using social media with 258 people trained up last year (84% of that targeting children and education services).**



**28%** processed in back-office

**135,700** structured E-forms completed



**7%** increase in online income

**91,654** payments made last year



**31,786** Council Tax Accounts

**287** Landlord Accounts

**1,039** Mutual Exchange Accounts (includes Housing Association)

**383** Business Accounts

**5,846** MyAccounts (increase attributed to Parent Pay)

**In March we launched online school payments, initially as a pilot in Auchmuty High School, now extended to 18 high schools in Fife. 3,015 parents have registered, with over £72,000 taken in transactions. From the start of the next academic year, the service is being rolled out to our primary schools.**

### Care at Home Recruitment Drive

#### Traditional advertising

- Around 20 responses
- Unfilled posts
- Operational challenges at the frontline

#### Facebook advertising

- Over 170 responses
- 700% increase
- 40 people recruited
- 95% of posts filled

**“We now use social media as standard practice. It’s effective and attracts high calibre candidates.”**  
**Cindy Graham, Care At Home Service Manager**



#### Response rates

↑ up  
700%



**95% of posts advertised**

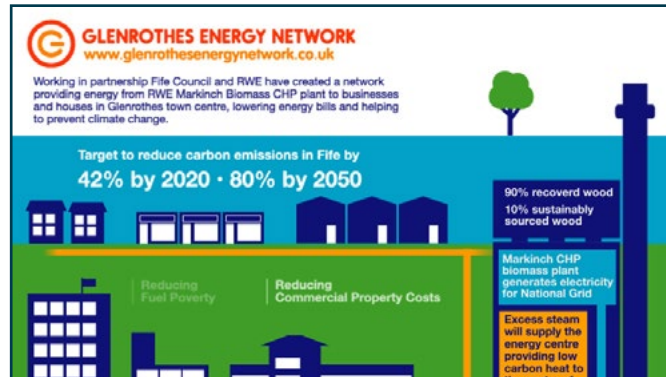
Fife's Health & Social Care Partnership





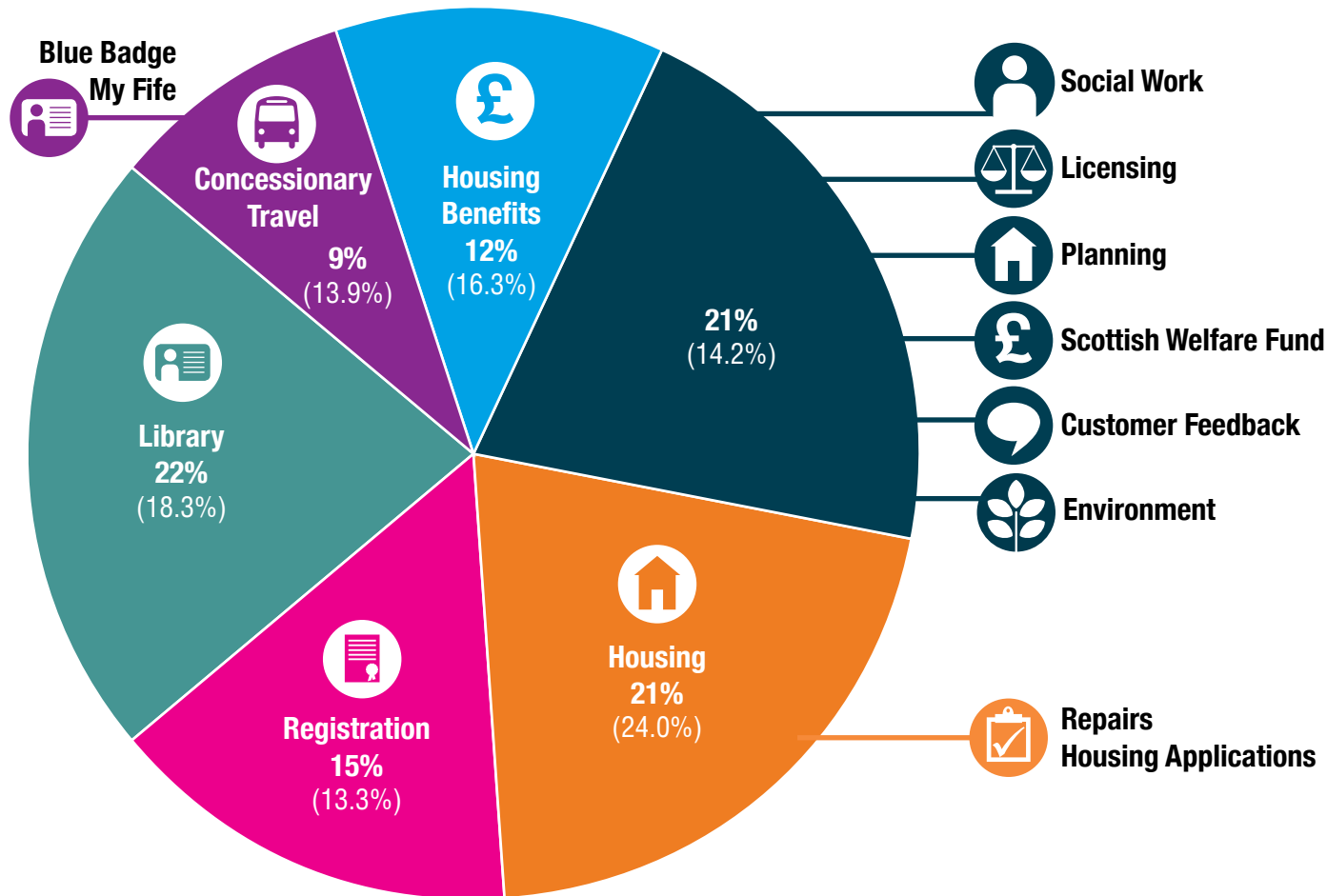


### Creating engaging, visual content for customers





What our customers are visiting about...



# Total 365,568

Up from 354,978 in 2016/17



**Moving away from traditional print advertising for festive closures to a mix of earned media and social media gave fantastic results.**





**Switching focus to social media also improved the service during a crisis, widening access to info for longer and making savings, with no negative impact on customers**

**Over 160,000 people visited FifeDirect 8 out of 10 through a mobile device.**

**Over 10,500 new people started following the council on Facebook and Twitter - including a large number of young people.**



- **Fife Council tweets appeared 3 million times**
- **Over 4,000 mentions and enquiries**
- **A tweet on Sunday about school closures on the Monday was retweeted over 500 times and earned 202,000 impressions**
- **A picture of school pupils arriving home from snowbound residential earned 59,600 impressions**



- **629,000 people actively engaged**
- **Engagement rate over 30% in 11% of posts - 78,000 people engaged with one post alone!**



**Carrie Lindsay**  
Executive Director, Education & Children's Services