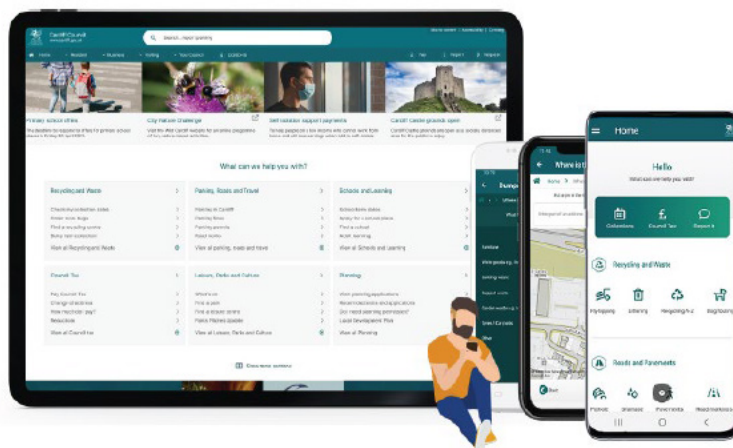


# Customer & Digital Services

## Core Data September 2023



connect to cardiff  
cysylltu â chaerdydd



# Core Data September 2023



## Cardiff.gov.uk App and Bobi

**BetterConnected**  
*sharing the best in local digital services*



2017-18



4.1 / 5  
Play store rating



3.7 / 5  
App store rating



CREW G WIR IN THESE STONES  
FELGW YDR HORIZONS  
OR WRNAIS A WENING

## How customers used www.cardiff.gov.uk in September

**341k** people visited  
www.cardiff.gov.uk  
+123k over last month.

**703k** English pages viewed  
**3.7k** Welsh pages viewed  
+218k over last month

 **78.3% Mobile visitors**  
Highest ever mobile percentage to date.  
+0.8% over last month.  
9.3% increase since September last year

**8.4k** visitors arrived via links on  
Social Media  
Increase due to waste collection  
strikes and travel advice.

**6.6k** A-Z of  
Recycling lookups  
Garden waste and Polystyrene  
were most searched for.

**87k** external links clicked  
13.9% were to Job vacancies  
10.4% were to PCN payments

**1.6k** homepage feature views. (+885)  
Half Marathon, Take Away Van, Road closures,  
St David's Hall closure and Annual Transport  
survey were most accessed.

**Most visited content:**  
Waste collections (134k)  
Collection updates (29.6k)

**52k** planning searches  
(-10k) with  
**91** comments and **190**  
applications made.



### Council Tax portal

Customers accessed the portal a total of  
**19,378** times via the web and App.

App: 17.7k | Web: 4.6k | C2C: 179



### Accessibility

25th place in UK Councils

#### 98% Accessibility compliance (+1%)

Cardiff.gov.uk scored 98% in the September  
accessibility audit by SilkTide.

This is based on an automated assessment of 125  
webpages across Cardiff.gov.uk putting the website at  
2nd place in Wales and 25th place in 380+ UK Councils.



**24.3k** online payments  
totalling **£2.9million** (+5k)

**£1.6m** was received for **Council Tax**.

**£573k** was received in **Housing rent**.

**£475k** was received in **Penalty Charge  
Notices**.

**£100k** was received in **Accounts  
receivable invoices**



**6k** PDF downloads during the  
month. (+1.6k over last month).

Top downloads during the month were for  
School Admissions guides and School catering  
services.


The webteam worked with the school admissions  
team and Performance team to increase  
accessibility of their documents on the website.

If you need advice on making your documents  
accessible please contact [webteam@cardiff.gov.uk](mailto:webteam@cardiff.gov.uk)

## Parking permits

During the month 228,222 digital parking permits were issued. This is **580k decrease** over August during the summer holidays.

**228k**  
Digital permits issued



38% of the permits issued were 1 hour Red zone visitor permits (87.8k).


## Penalty Charge Notice appeals

There was a **5.3% increase** in online appeals this month. The overall trend in appeals is showing a small decline.

**90%**  
(1,166)  
Online PCN appeals




**10%**  
(129)  
Postal PCN appeals




## Moving Traffic Contravention appeals

There was a **2.1% decrease** in online contravention appeals this month. Postal appeals remain high as they are issued to companies and delivery drivers.

**48.2%**  
(1,646)  
Online MTC appeals




**51.8%**  
(1,768)  
Postal MTC appeals




## Roads and pavement reporting

**347**  
App



**324**  
Web

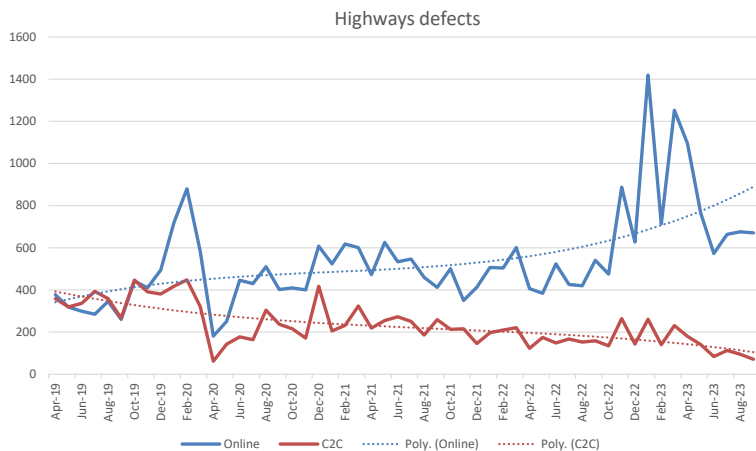


**71**  
C2C




The App remains the preferred method for reporting problems. The trend in reports made via C2C continue to show a decline with online increasing.

**90.4% were completed online.**  
Highest percentage to date. (+2.8%)



## Problem parking reporting

**527**  
Web



**506**  
App

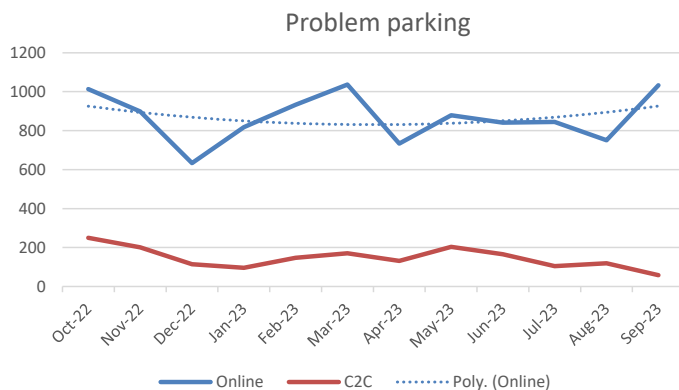


**58**  
C2C



**94.7% of reports were completed online this month.**  
Highest percentage to date.

Total number of reports increased by 221 over last month.



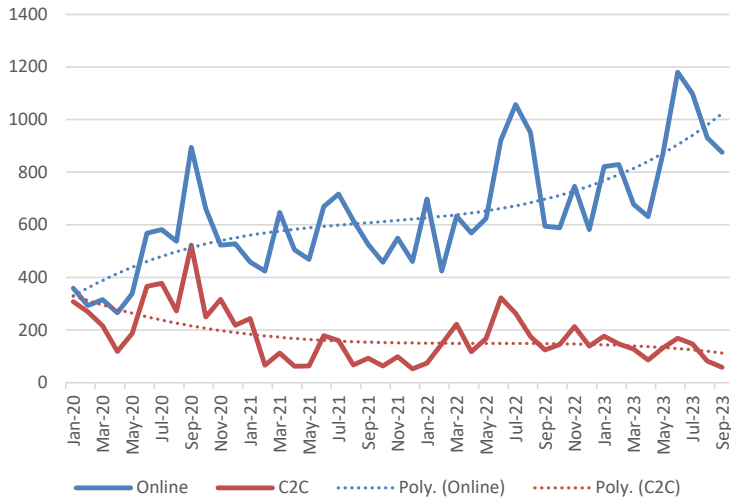
## Street cleansing



Online reports : 93.7 % (931) **-55**  
C2C reports : 6.3 % (82) **-23**

Highest online percentage to date.

Street cleansing



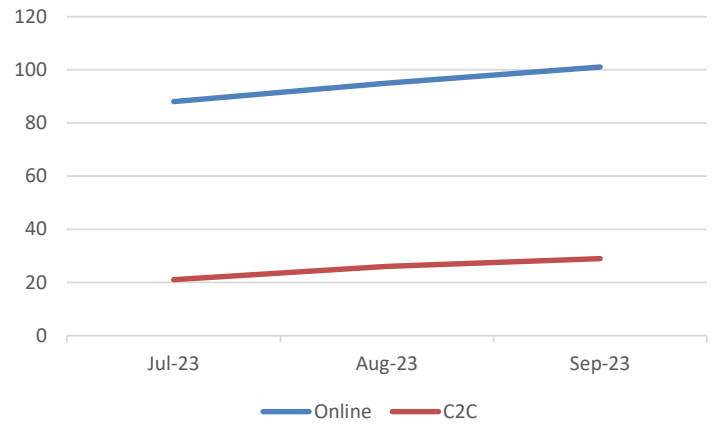
## Street Lighting



Online reports : 77.7 % (101) **+6**  
C2C reports : 22.3 % (29) **+3**

284 reports have been made online since the service went live in July.

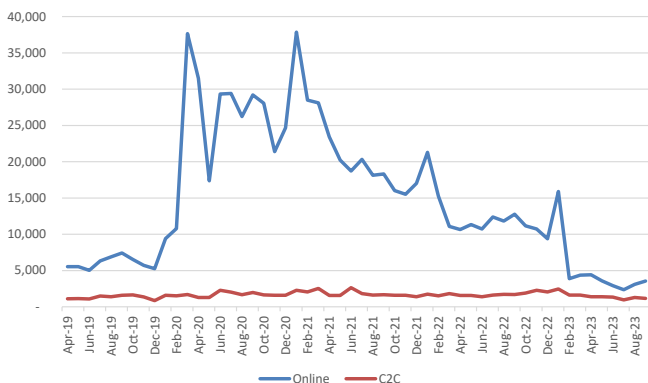
Street lighting



## Recycling and Waste Order bags and caddies



57.2 % of requests were made via the website.  
24.6 % were made via C2C.  
18.2 % of requests via the app



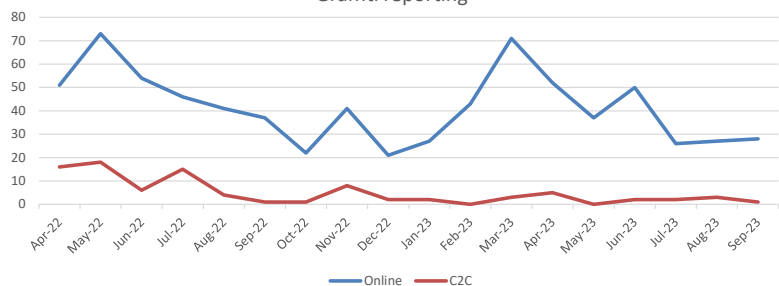
## Graffiti reporting



96.6% reported online

The App continues to be the most popular channel to report graffiti problems.

Graffiti reporting

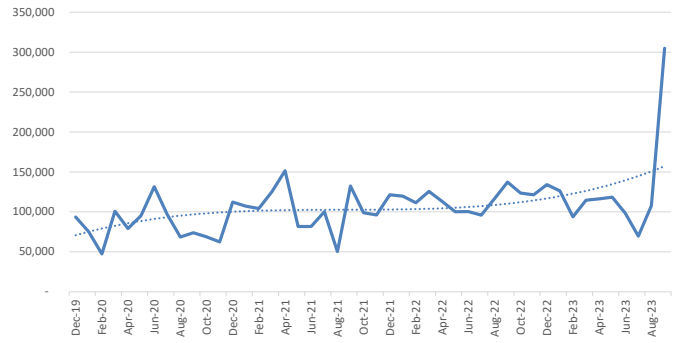


## Waste collection lookups



There was a **197k increase** in collection lookups over August following the announcement of industrial action that affected recycling and waste collections.

Website and App waste collection lookups



## Missed collection reporting



**76.1% of reports were completed online.**

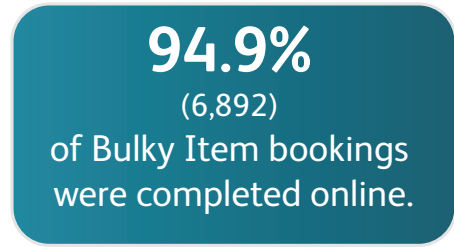
The website continues to be the most popular channel for reporting missed collections.

The missed collection reporting service was turned off on 25 September due to Industrial Action. This service will be unavailable until 26 November.

**-238 reports** made over last month.

## Bulky item collections

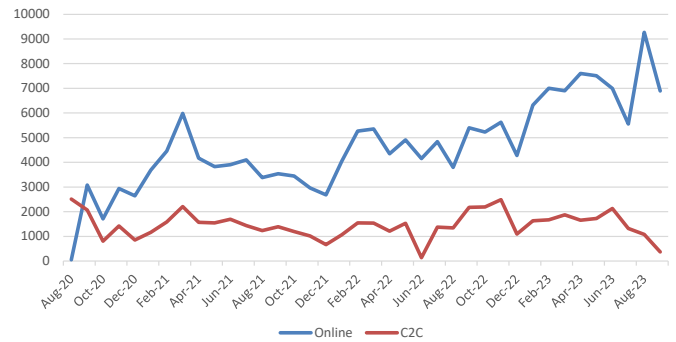
Highest online percentage to date.



The preferred method of booking a collection was:

79% Website (5,725)  
16% App (1,167)  
5% C2C (368)

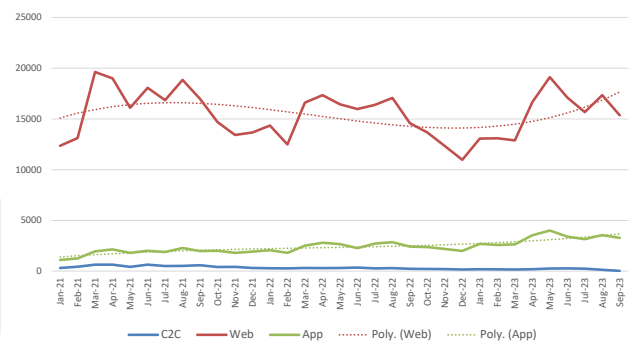
Bulkies



## Recycling centre bookings

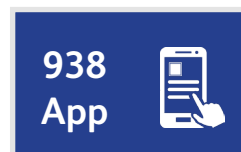
**99.9%** (18.6k) online bookings

Bookings **decreased by 2.3k** over last month with the trend in bookings showing an increase over time.



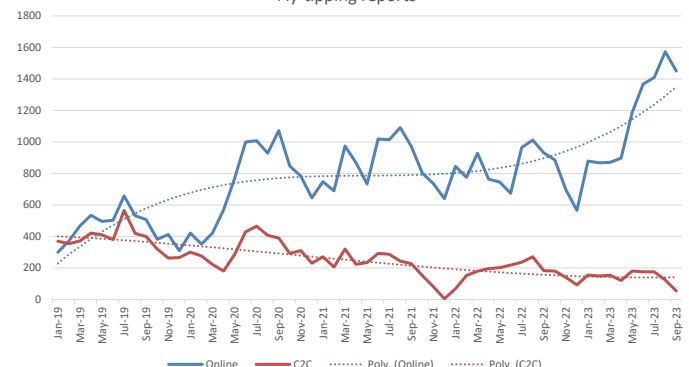
## Fly-tipping reporting

**96.5%** (1,450) Highest online percentage to date.



The number of reports **decreased by 194** over last month after a record high.

Fly-tipping reports





## Online forms

**6,980**  
online forms

Forms going to C2C overtook those going to service areas for the second month in a row.

Forms were sent to 77 different email addresses.

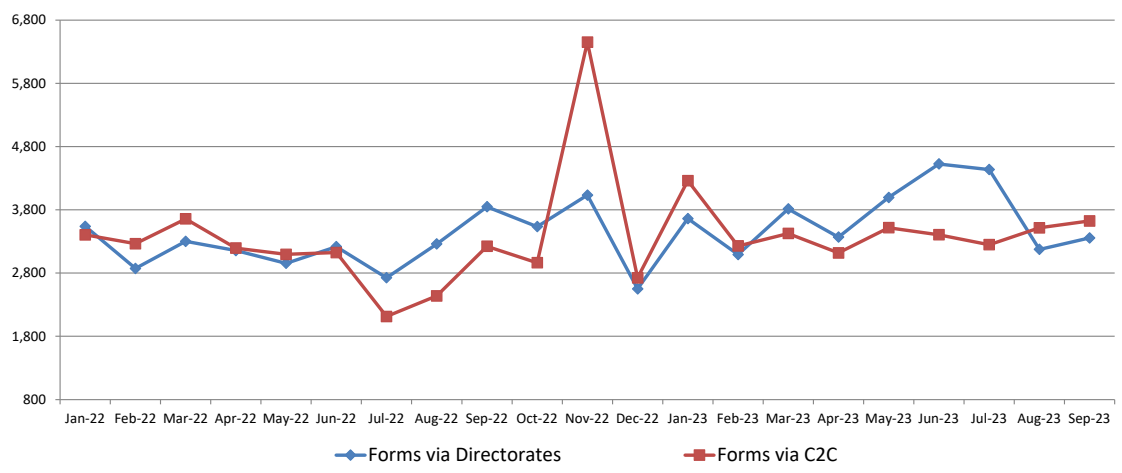
153 unique URL's were used

The trend in C2C form submissions is starting to show a decline.

The number of forms submitted **increased by 289** over last month. 10% of submissions were via the general contact us form.

### Top form submissions

- 1,271 Repairs to council house
- 699 General enquiries
- 607 Council tax contact
- 582 Podback collections
- 562 School essentials grant
- 537 Comments and complaints

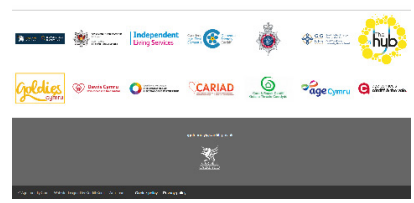
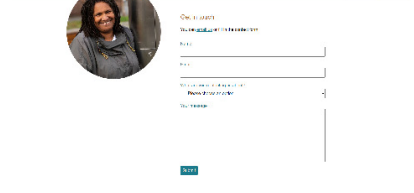
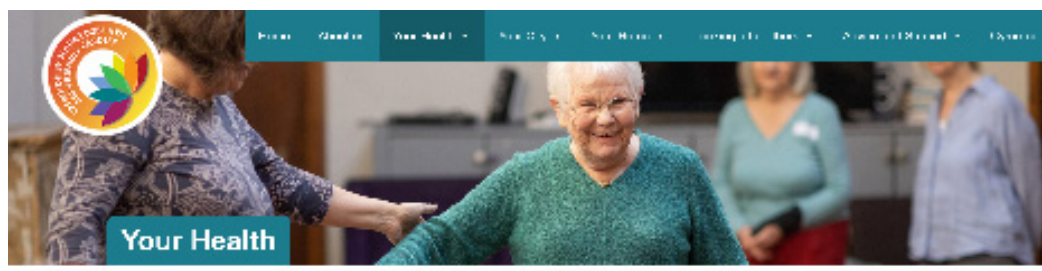
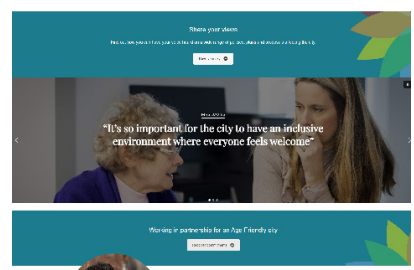
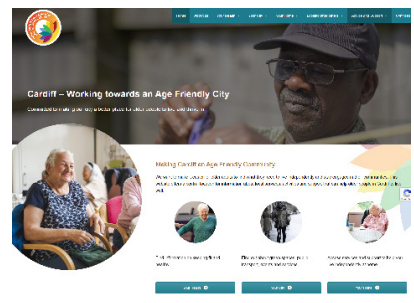
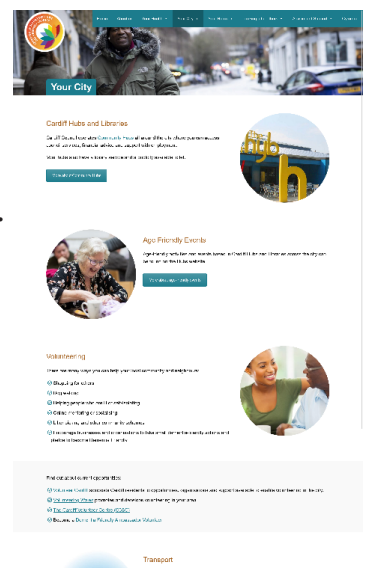


## New website launched

A new age-friendly website was launched to coincide with the annual United Nations International Day of Older Persons (October 1).

The website offers a central location for information about local services, activities and support that can help older people in Cardiff to live well.

[www.agefriendlycardiff.co.uk](http://www.agefriendlycardiff.co.uk)



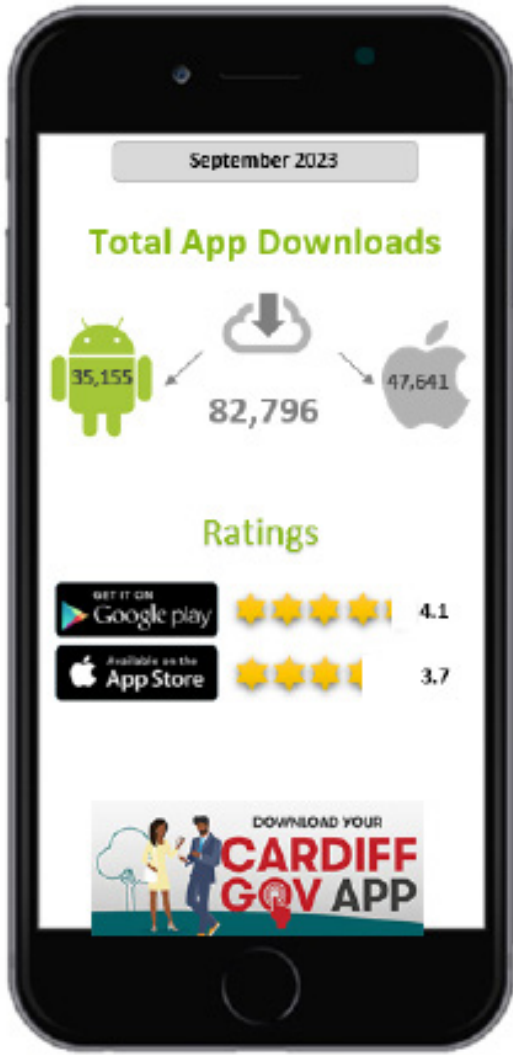
Falls Prevention

# App highlights



The most popular App services during the month were:

- 93,363 Waste collection lookups
- 14,747 Council Tax services
- 3,279 Recycling centre booking
- 1,167 Bulky item collection booking
- 938 Fly-tipping reports
- 860 Waste bag and bin orders
- 509 Street cleansing
- 506 Problem parking
- 373 Missed-collections
- 347 Roads and Pavements
- 51 Street lighting
- 51 Parking permit lookups
- 20 Graffiti



## App ratings

**Google Play:** The PlayStore rating is 4.1 based on 124 reviews.



**App Store:** The AppStore rating is 3.7 based on 47 reviews.

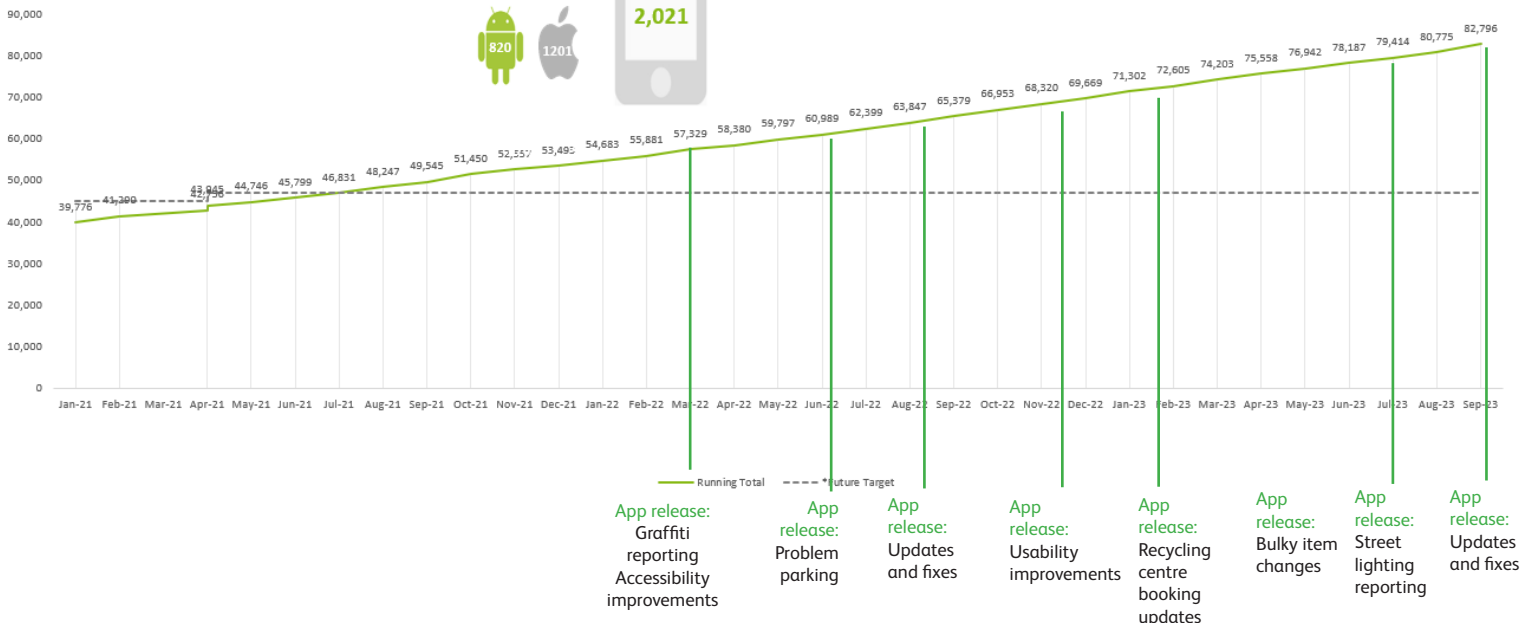


## App download trend

Total Downloads: **82,796**



+Up 2,021 downloads.







# Bobi highlights

During September 2023

**8,833 in total**  
(45 in Welsh)  
BOBi chats handled

2,972 over last month

**859 (10%)**  
Bobi chats handed  
off to C2C

+233 over last month

**295**  
Average chats  
per day

+106 over last month

### Top chat topics

1	Waste
2	Council Tax
3	Parking

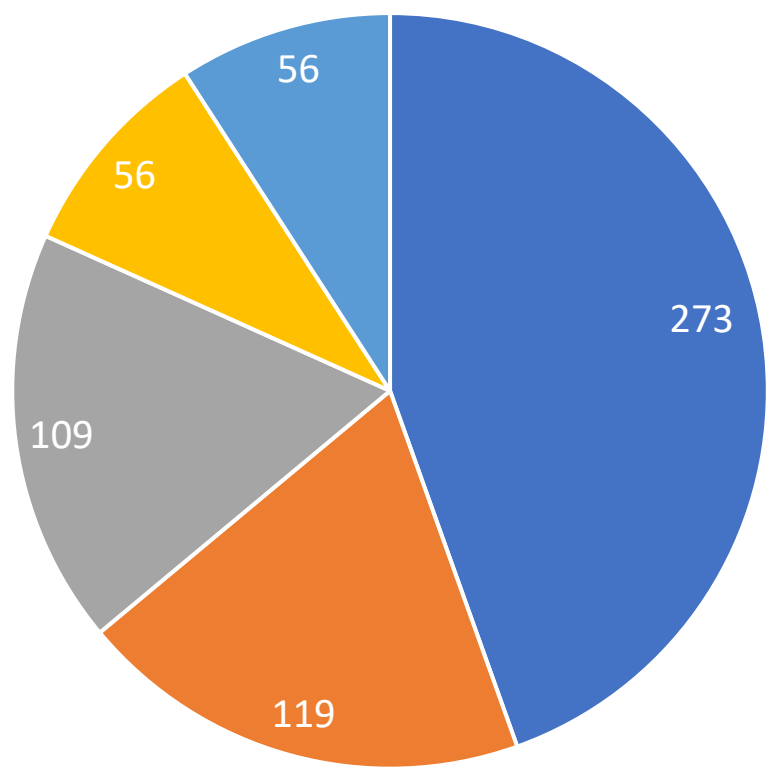
**Highest number of chats**  
Tuesday 5 September = 458

**Lowest number of chats**  
Sunday 24 September = 106



**81% (-3%)**  
**Feedback score**

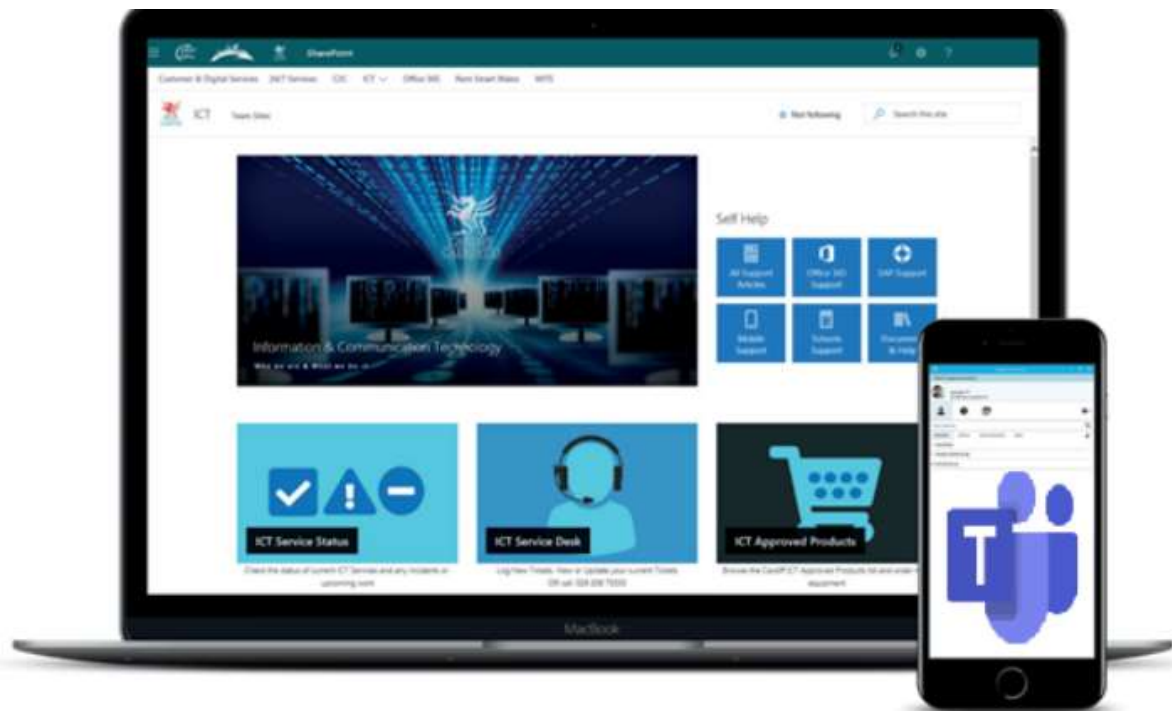
Marked as:  
Very Good, Good or OK



- Customer feedback**
- Very Good
  - Good
  - Ok
  - Poor
  - Very Poor



## Core Data October 2023



# ICT Information & Communication Technology

### Enabling Agile Working



Microsoft Teams

1,098,082 Chat Messages  
 2,995,025 Audio Minutes  
 2,788,064 Video Minutes  
 21,514 Meetings Participated



114.9 million websites accessed  
 equivalent to 336,101 DVDs



2,091,686 Emails Received

650,110 Emails Sent

577,976 Emails Received were SPAM (28% of total)

#### Service Desk

3,228 Tickets Raised  
 1,431 Calls Handled  
 3,397 Emails Handled  
 13 Major Incidents



#### Landline Telephony

40,577 calls made consisting of:  
 16,879 local calls (duration of 37 days)  
 2,446 national calls (duration of 3 days)  
 21,251 other calls (duration of 36 days)

#### Mobiles, Tablets & Dongles

5770 contracts authority wide  
 153,788 mobile phone calls made  
 6866 hours of mobile calls  
 4.06TB (4060GB) of mobile date used



#### Top 3 Service Desk Tickets



## 2023-24 Q1 Key Performance Indicators

**Increase % of mobile/agile capable devices within organisation**

**TARGET - 67%**

**Mobile: 71.38%**

**Fixed: 28.62%**

**Internal Customer Satisfaction of ICT Services**

**TARGET - 90%**

**96.7%**

**Reliability of Top 10 applications (as defined by SOCITM)**

**TARGET - 99.9%**

**98.53%**

**ICT Reliability - Network and Telephones**

**TARGET - 99.9%**

**97.91%**



Connect to Cardiff  
Cysylltu a Chaerdydd

**CSCE.**

Customer Service Core Data

**September23**



# Contact Centre

# Performance

*Emails Handled*

**3,351**



Calls Handled  
**23,796**

*Calls Offered*

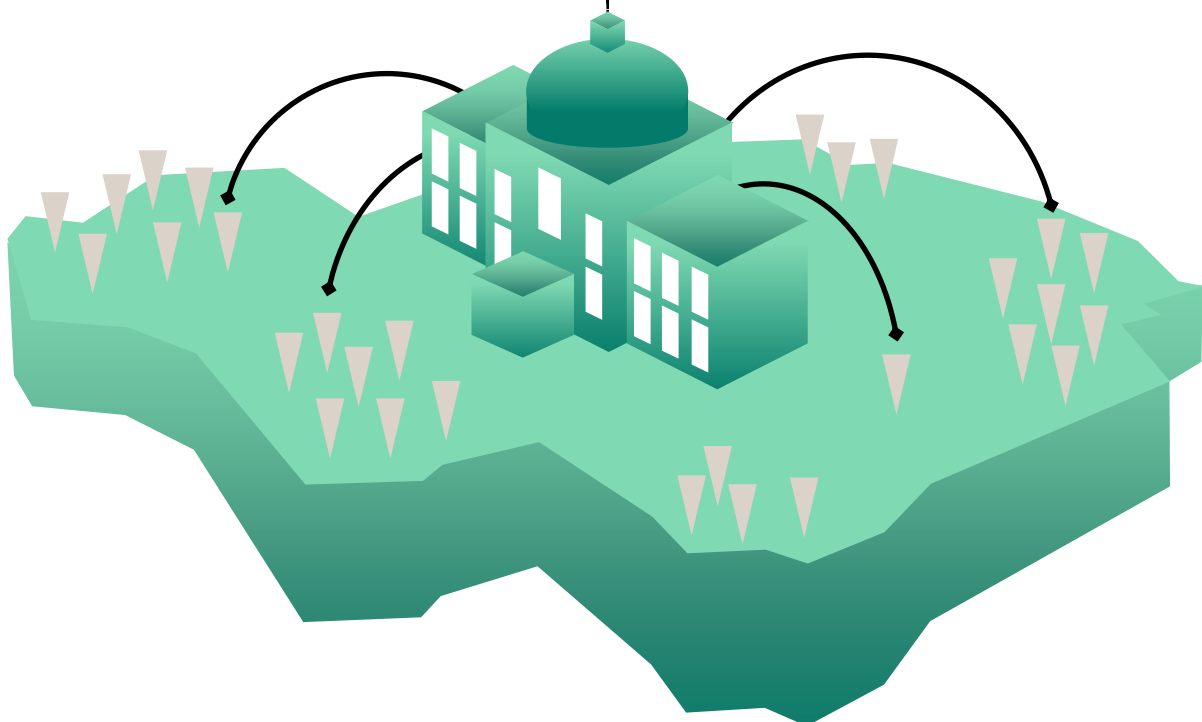
**29,972**

Average Call  
Queue Time  
00:08:29

Bobbi Handoffs  
**869**

Answer Rate  
including RRL  
**79 %**

*Webchats  
Handled*  
**1,687**



**4,944**  
Council  
Tax Cases  
logged

**-4%**

Decrease in cases  
compared to Aug 23

**6,936**

RRL calls  
offered

**13hrs**

**KPI**

Average  
email queue

336 CTax Direct  
Debits set up

1,691 cases  
logged for  
Housing  
Benefits +  
7% from  
Aug 23

**453**

Parking and Traffic  
cases reported —  
1.2 % increase  
compared to July 23

**7,907**

RRL cases  
created

**1363**

RRL Follow up  
cases (overdues /  
Defects)

73 % answer  
rate for Sept  
23

**3,609**

New repairs  
raised

**299**

Out of Hours  
Calls raised

**528**  
cases

Customer  
Reschedules

# Top 10 Tags

On Social Media

1333

#wastestrike



1112

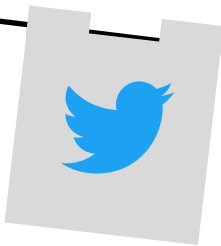
#20mph

634

#planning

406

#speedlimit



413

#schoolsl

343

#parks

246

#events

214

#central\_marketl

174

#schooltransport

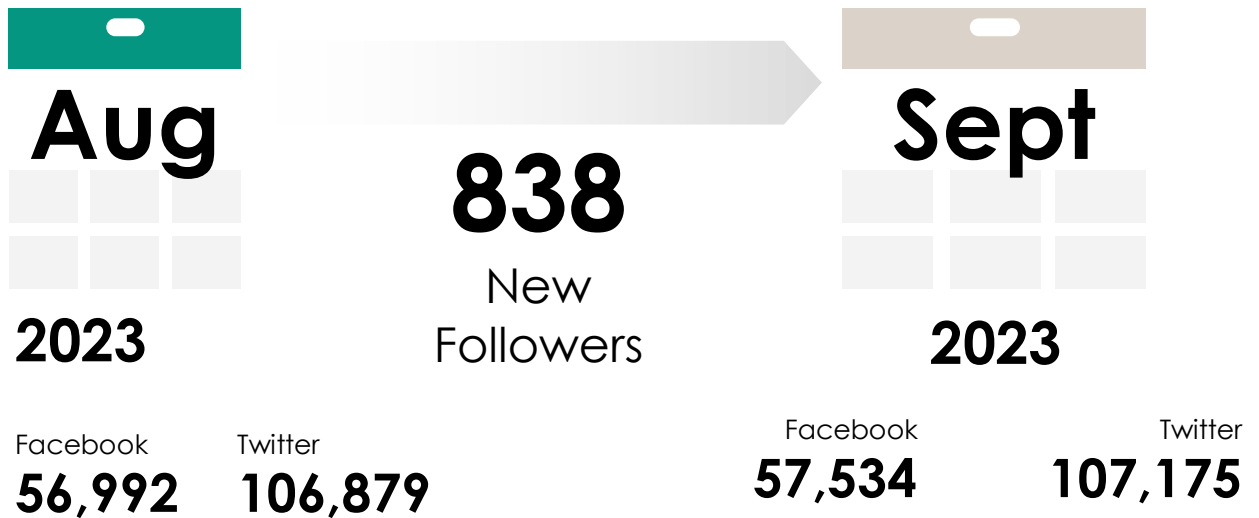


158

#sports

# Followers

On Social Media



7,292 Social Media Messages

9,771 like/com/shares



26,393 links clicked by follow-



811 K times Cardiff Tweets were viewed

Waste Strike - 1333. No surprise to see the UNITE industrial action top of the list for September. Wither action extended expect to see this in October's top 5 too.

20mph - 1112. No surprise either to see that the change in speed limits to 20mph in 2<sup>nd</sup> place. Whereas many of the comments about the strike were queries about specifics that required answering by the team, 20mph comments were more political statements and complaints about Welsh Government. N.B. While I was on leave a different tag was used for these – speed limit.

Planning – 634. 2 main events created most of the comments with this tag. The first was the demolition of the Guildford Crescent frontage, against the express wishes of Planning and the second was a post about taking steps to protect more historic buildings which followed a week later.

Schools – 413 A number of school's posts on social media attracted comments. St Pauls Primary had a positive Estyn Report, St Mellons CIW school has a new site, and Ysgol Groeswen opened.

**7,366**

Waste Management cases created



**1,120**

Cases logged in relation to Strike Action

269 Parks cases reported



143 cases related to Complaints +43 % from Aug 23

**+27%**

In Waste Non Collection reports from Aug 23



187 cases relating to Blue Badge Query

## Schools

+320 % in cases created regarding School Transport Queries from Aug 23






# CUSTOMER COMPLAINTS

477 Complaints Received

344 Referred to Service Area

133 C2C Resolved

## 6 Compliments



Customer made a point of pointing out his thanks to K for her help, advice and understanding in dealing with a matter that has caused him a lot of stress whilst suffering financial hardship!

Customer called back today and specifically wanted to thank M for all her help with an Overdue electrical repair. He advised she was "absolutely freaking awesome", was extremely helpful and kind and wanted to thank her for all her help

Called the customer to take a formal complaint and the Customer wanted to give a compliment to C for being really helpful when discussing a PCN issue yesterday, he wanted this passed on as he was grateful for the advice he was given!

Customer contacted via social media to initially complain about call wait time on repairs, however when I took his details, he replied stating he had since spoken to P who had been very helpful 😊 From a complaint to a compliment.