

## About Connect to Cardiff

C2C provides a direct link for help and advice on all council related matters. Our core services include council house repairs, council tax, recovery agreements, waste management queries and the logging of complaints. But did you know we are also here to help you with council issued benefits, Highways maintenance requests and even take details of problem parkers. Our workforce is made up of a team of highly skilled customer service specialists who are available to talk to from 8:30am to 6pm every weekday.



## Welcome to Connect to Cardiff Annual Report

*The aim of this report is to let you know a little bit more about ourselves and how we are delivering service for the City of Cardiff Council and outline our key achievements for the year. It's also a great opportunity for us to look to the future and what else we would like to accomplish and the challenges we are facing in the year to come.*

## STAFF ENGAGEMENT



C2C recently fought off competition from Admiral, Virgin Media and HSBC to win this year's Welsh Contact Centre Award for People Engagement. As an 'Investors in People' contact centre we pride ourselves on excellent customer service and put the staff right at

the heart of what we do. A major motivation behind putting C2C forward for the awards was to formally recognise the success of the centre's Staff Engagement Strategy. Managers are keen to demonstrate to all members of C2C how proud they are of the collaborative approach staff

takes to everyday working, and to commend them for their commitment to its values. Regular one-to-one sessions, NVQ opportunities, staff forums, an online staff suggestion form and on-site team building exercises make up just part of the strategy.

## Contact Volumes

Demand for C2C gets higher year on year and 2015 was the busiest to date with a 6% increase on the number of calls offered compared to the year before. We currently handle an average of 55,000 calls every month with September 2015 the busiest in C2C history and saw the team offered just shy of 70,000 calls. C2C also respond to an average of 8,500 customer emails on each month

## Meet the Team

Sian started with C2C in January 2006 as an Admin Assistant. Sian tells us “the best bit of working at C2C is that there are never 2 days the same and I have fantastic colleagues who provide me with knowledge, humour and friendship”



### Sian's Journey

Customer Service Representative, April 2006

Senior Customer Service Representative, November 2006

Team Leader, September 2008

Senior Team Leader, April 2015

## Customer Engagement

C2C take a keen interest in what our customers have to say about the service they receive and contact a sample of customers each month to get their view on how we did.

For the year 2015/2016 C2C achieved an overall customer satisfaction rate of 96.7%. One customer told us via email;

*“Contact was excellent, replies were swift. Very impressed.”*

We welcome all forms of feedback and the C2C team are always geared up to take on board customer's comments or ideas through our Customer Suggestion scheme.

Likewise any complaints are very carefully considered and changes brought about as a result whenever it's possible. We value the opinions of our customers and encourage you to get in touch.

## Performance for the financial year 2015/2016

- C2C were offered **733,148** calls
- **669,334** of these calls were handled
- Our overall answer rate for the year was **91.36%**
- We were offered **97,631** customer emails

- The average time to answer a call was **62 seconds**

## Key Stats

During city wide changes to the way in which refuse is collected between July and January, the number of case related to waste management increased by 95% and averaged nearly 15,000 a month.

Customers choosing to email queries regarding council tax increased by 44% when compared to 2015.

During this period C2C set up or amended 853 council tax Direct Debits.

## Business Ambassadors

In the year to come, C2C will be involved in the Careers Wales 'Activate' programme in the guise of a Business Ambassador.

The programme is designed to intervene with secondary school pupils who are showing signs of disengagement with education and get them back on the right path.

The scheme caters for pupils from year 7 all the way up to year 5 which each school year taking part in a unique initiative such as tailored work experience opportunities and solving real work-based challenges as set by the Business Ambassadors.

## CONTACT US



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