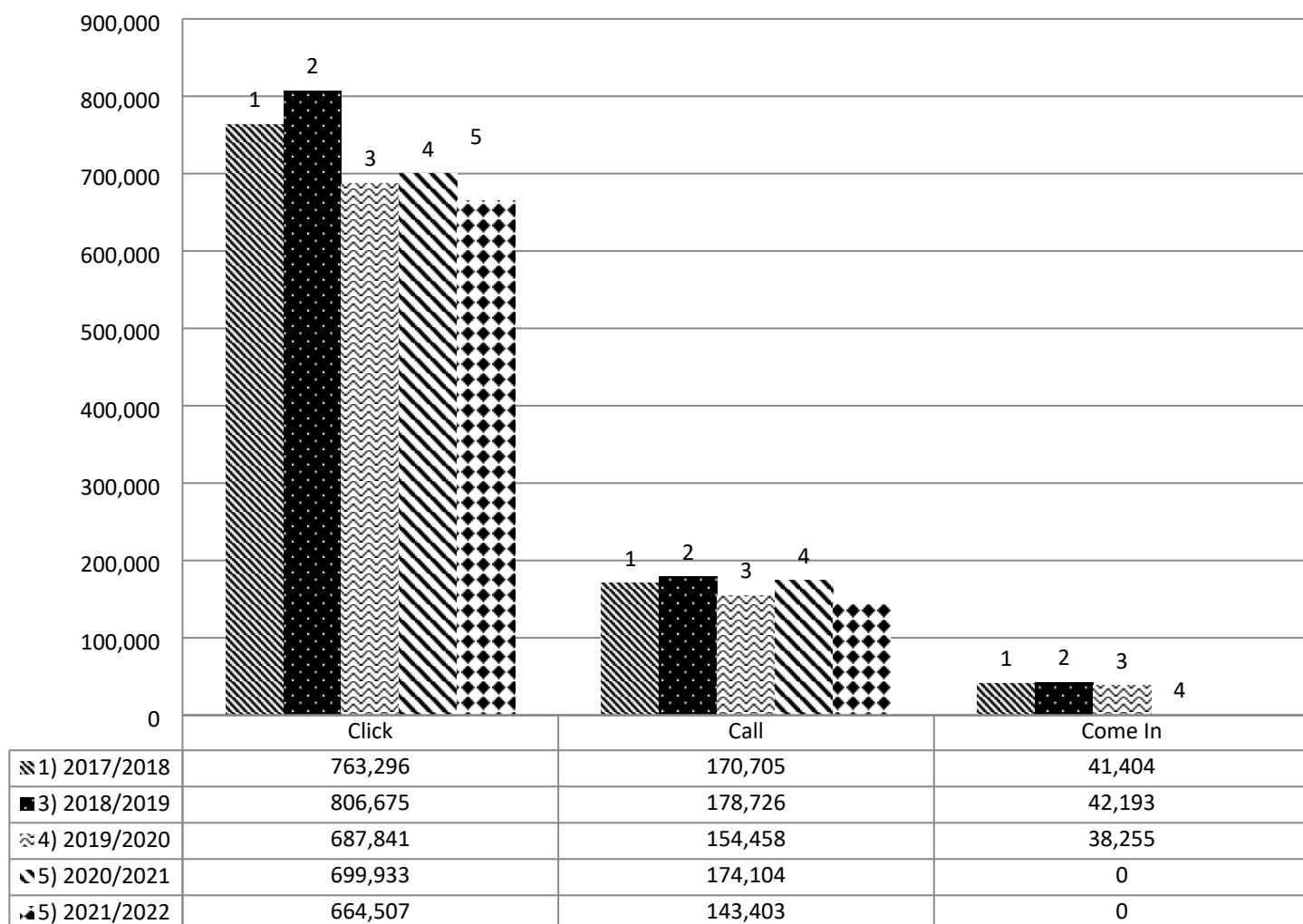


Appendix 5

Arun District Council Click, Call & Come In Statistics 17 - 22



1. These are the total Click, Call & Come In figures for Arun District Council Customer Services from 2017 to 2022. They are broken down to via service.
 - Click – Total amount of Website hits per year.
 - Call – Total amount of calls received in our Telephony contact centre
 - Come In – Total amount of customers we served Face to Face.
2. As you can see the website still sees the highest number of customers each year with more services encouraging customers to self-serve online.
3. The total amount of customers using our telephony service have dropped by around 16% between the 2017/2018 and 2021/2022 years, this may be due to many services modifying their working arrangements due to the pandemic to automate the service for the benefit of their customers. This could possibly be attributed to the closure of several ADC services during the pandemic that

meant customers had no reason to consult the website (Cancelling of Elections, Planning suspensions etc.)

4. The total amount of customers utilising our Face To Face offices remained consistent between 2017 – 2020 but have seen a sharp decline due to office closures and restrictions since then.
5. Due to the offices remaining completely closed throughout the 2020/2021 year, no customers were supported at either site. Any customers who did approach were redirected to the telephony service or the website and therefore have not be included to prevent double handling of the figures. This practice was also in place for the 2021/2022 year to limit customers approaching the offices while a suitable appointment system could be put in place. Customers were still able to access our telephony services and webchat service during this time.
6. Statutory services, such as Housing Options and Homeless Tonight customers, were continued to be supported throughout the pandemic. As these customers were not supported directly by Arun Direct & Customer Services, we are unable to include these in the report as these were recorded by Housing Options themselves.