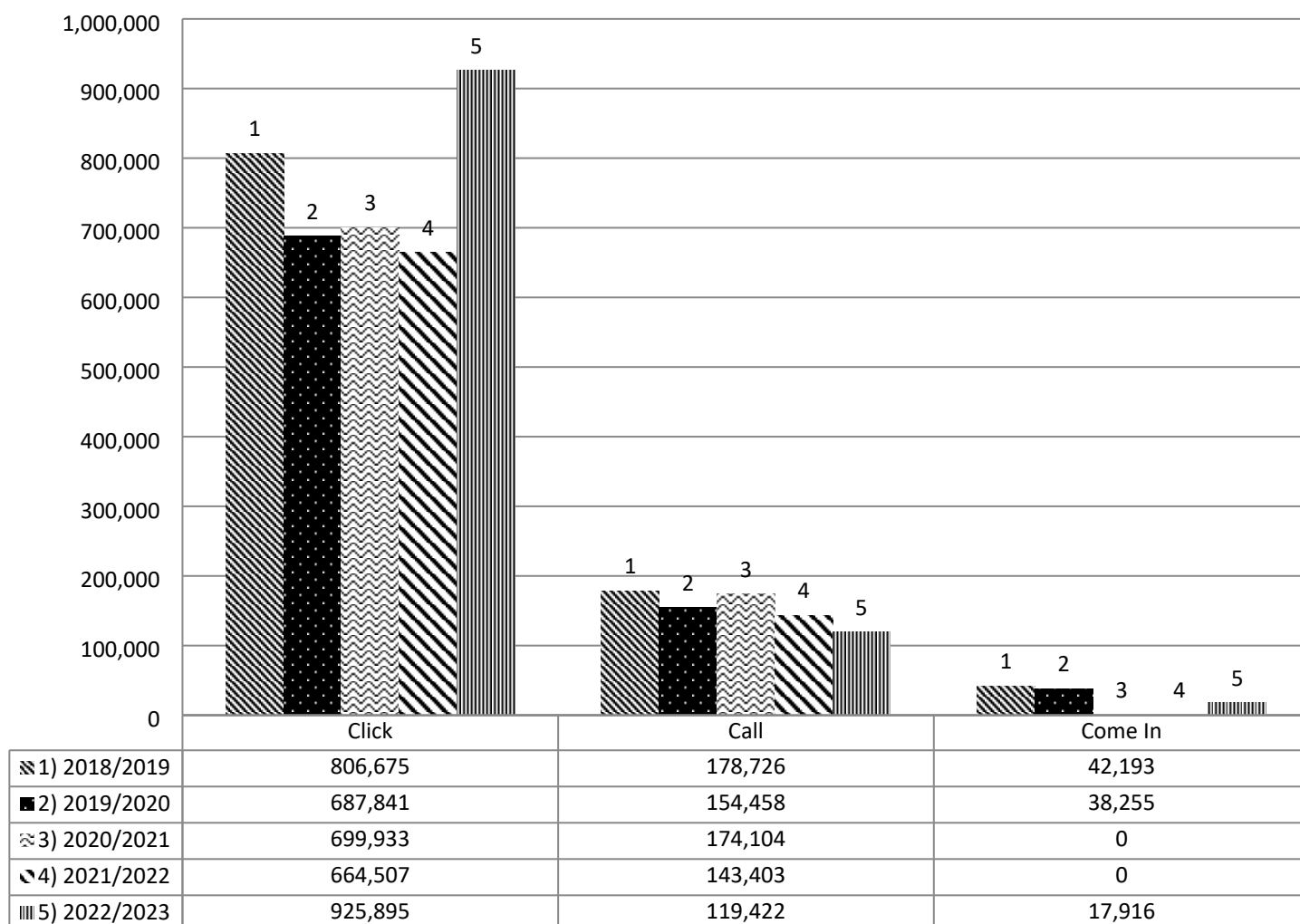


## Appendix 5

### Arun District Council Click, Call & Come In Statistics 18 - 23



- These are the total Click, Call & Come In figures for Arun District Council Customer Services from 2018 to 2023. 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.
- As you can see the website still sees the highest number of customers each year with more services encouraging customers to self-serve online.
- There is a shift in how customers want to access our services, and this can be seen with call volumes decreasing and the website hits increasing.
- As face-to-face figures have decreased since pre pandemic, we continue to provide a more tailored service to those customers that need our services the most.

