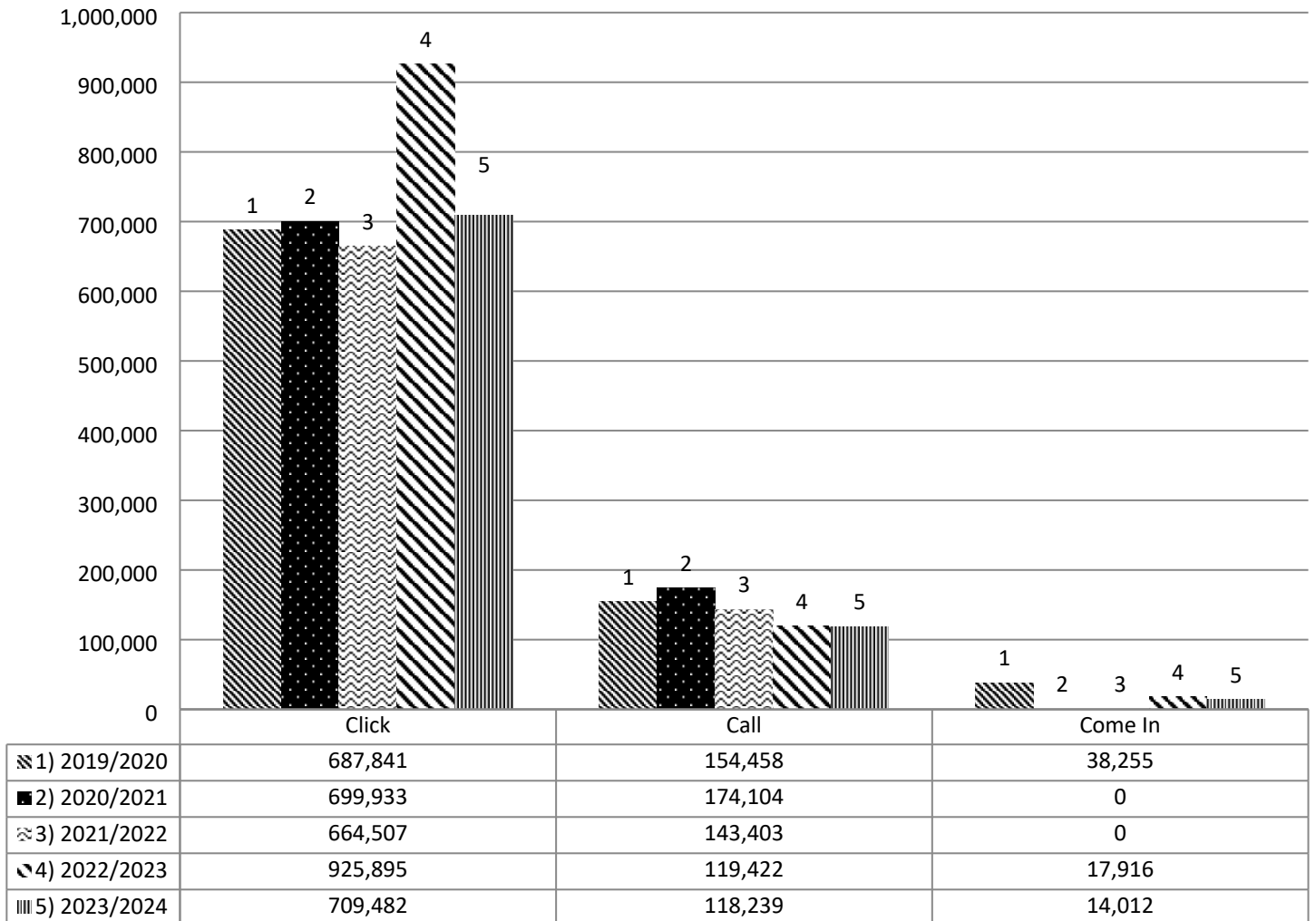


Appendix 1a

Arun District Council Click, Call & Come In Statistics 19 - 24



1. These are the total Click, Call & Come In figures for Arun District Council Customer Services from 2019 to 2024. 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. This figure looks like a decrease however previous years we have used the website hits total, which includes other services that Customer Services do not handle. 2023/24 figure is the amount totalled from appendix 4.
3. Call figures continue to decrease while customers utilise other channels for their enquiries i.e. website, webchat and email.
4. As face-to-face figures have decreased again this year, we continue to provide a more tailored service to those customers that need our services the most. These are often more

complex enquires. We now go out into the community so that customers can access our services in other areas more convenient for them.