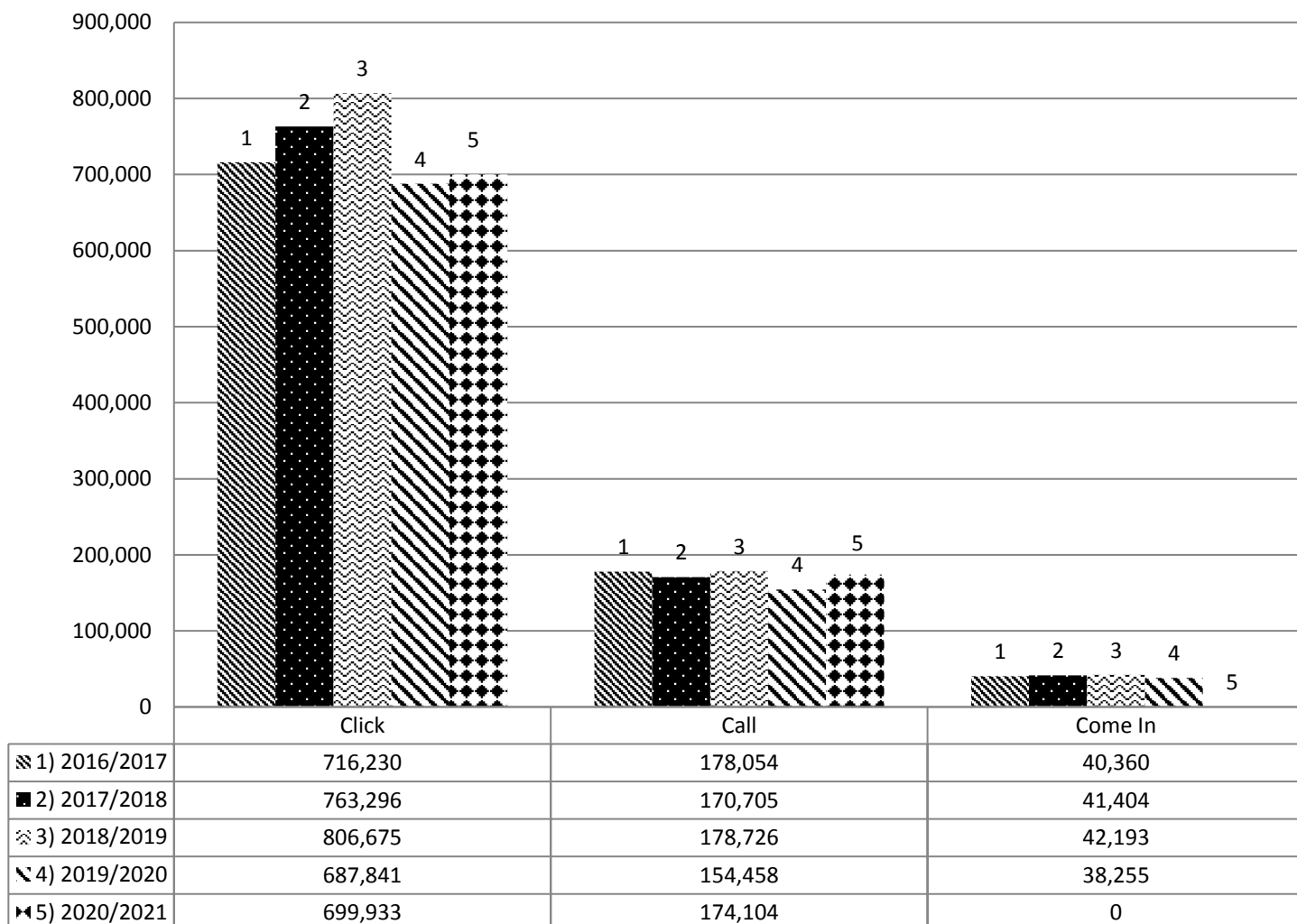


Appendix 5

Arun District Council Click, Call & Come In Statistics 16 – 21



1. These are the total Click, Call & Come In figures for Arun District Council Customer Services from 2016 to 2021. 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 remained consistent and steadily increased over the previous five years.

4. The total amount of customers utilising our Face To Face offices remained consistent between 2016 – 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.
6. Telephony figures for the 2019/2020 year are also low due to the severe modification of the phone system needed to allow staff to work from home safely during the February & March. From April 2020 a new system was utilised to prevent this.
7. Overall, the website has seen a significant decrease of customer interactions since 2019. Part of 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.)