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|  | **Our Aims as per webpage below** | **What we Achieved October - December 2024**  |
| **When you call us** | **Prioritised Services**We aim to answer at least 90% of all prioritised services calls received by our Contact Centre.  | Between 1st April – 30th June 2025, **88.06%** of prioritised calls were answered. |
| **All Other Calls**We will aim to answer your telephone call within five minutes, however this may not be possible during our busier times of the day, such as 12.00 pm to 2.00 pm. | Between 1st April – 30th June 2025, **70%** of all calls answered waited less than 5 minutes. However, during our busiest times of the day 12.00 pm and 2.00 pm, this reduced to **65%** of all calls waited less than 5 minutes.  |
| We aim to answer at least 80% of all telephone calls that are received by our Contact Centre.  | Between 1st April – 30th June 2025, **87.31%** of all incoming calls were answered. |
| We will let you know if you are in a queue and how long you could expect to wait for your call to be answered.  | The recorded messages played in our telephone queueing system are regularly reviewed and updated as call volumes and waiting times fluctuate. |
| If specialist advice is needed, a call-back will be offered within 24-hours.  | Our call-back arrangements were in place throughout April to June.  |
| There will always be someone to help in the event of an emergency. Our Out-of-Hours team are available to deal with emergencies when our Contact Centre is closed. | Our Out-of-Hours team have consistently answered all calls received after Contact Centre closes. |
| **When You Visit our One Stop Shops** | We aim to greet you within two minutes of your arrival and then start dealing with your enquiry within 15-minutes.  | Between 1st April – 30th June 2025, the average waiting time to see a CSA, across our two One Stop Shop sites, was **9 minutes**. |
| If there any excessive delays, we will explain the reason and provide you with an estimated waiting period.  | Our receptionists monitor queues and waiting times to keep customers updated.  |
| If you have an appointment, we aim to keep to your appointment time to ensure that you do not have to wait.  | Appointments are recorded in a separate queue and called according to their appointed time.  |
| **When You Contact Us by Email** | You will receive an immediate automated response confirming that we have received your communication.  | Automated responses are set to send an immediate acknowledgement to all emails received |
| **When you complete our Customer Compliments and Complaints Form** | You will receive an automated response confirming that we have received your compliment or complaint. | Automated responses are set to send an immediate acknowledgement to all complaints received |
| We will provide you with a reference number so you can keep track of your complaint. | Automated responses include the unique reference number generated by our complaints management system |
| We will provide a full response within 15 days of receipt – this is known as Stage 1 | Between 1st April – 30th June 2025, Customer Services received 3 stage 1 complaints and 1 compliment. All of these, **100%**, were answered within 15 days. |
| If you are dissatisfied with the response that you receive, you may request that it is reviewed by a senior officer – this is known as stage 2 | Responses to all stage 1 complaints, which are not fully upheld, include full details about how to progress to stage 2 of the complaints process.  |
| At stage 2 we will provide a full response within 10 days of receipt, however we may issue a holding response if further time is needed. | Between 1st April – 30th June 2025, Customer Services received no Stage 2 complaints.  |
| If you are not happy with the stage 2 response, we will provide you with the details to contact the Local Government Ombudsman. | Responses to all stage 2 complaints, which are not fully upheld, include full details about how to contact the Local Government Ombudsman. |
| **Customer Feedback** | To maintain high quality customer service, it is important to seek frequent improvements where possible. We welcome customer feedback in any form, as an important source of ideas for improvement.  | Recent feedback received from our customers during our Customer Service User Experience Surveys, highlighted the difficulties some of our customers experience in trying to access Sefton’s online services.Throughout the period 1st April – 30th June 2025, we’ve continued to implement further improvements to our new Taxi Licensing portal. We’ve also been working with our partners in other departments to improve their online services and we will continue to provide digital assistance to all customers who genuinely require it. |