

YEAR/YEAR EFFICIENCIES – CUSTOMER SERVICE CENTRE

	2009/10	2010/11
Average call duration (mins)	00:06:00	00:5:00 <i>(Yr/yr reduction of 0:01:00)</i>
Average call wrap-up time (mins)	00:4:54	00:2:53 <i>(Yr/yr reduction of 0:01:01)</i>
Average enquiries / month	21,860	25,908 <i>(Yr/yr inc of 4048 enquiries)</i>
Enquiries per adviser (FTE)	357	556 <i>(+199 enquiries each / month)</i>
Total enquiries	262,320	287,291 <i>(+ a further 24,971 enquiries)</i>
First Call Resolution (Enquiries resolved on first contact)	67%	77.4% <i>(Improved by 10.4%)</i>
Percentage of calls answered within 20 secs (Target – 80%)	84%	86% <i>(Improved by 2%)</i>
Call Abandon rates	5%	4% <i>(Improved by 1%)</i>

HELPING MORE CUSTOMERS, PROVIDING BETTER SERVICE / PROCESSING MORE EFFICIENTLY 