

Appendix A - Customer transaction data

Table 1 – Type of customer contact

	April 2018 - March 2019	April 2019 - March 2020	April 2020 – March 2021	% increase/decrease
Face to face	71,317	55,692	-	
Phone calls to the Customer Contact Centre (reactive)	293,255	156,593	93,282*	-68.2%
Website - unique page views	1,376,232	1,922,739	2,555,178	85.7%

*Note: Due to the Covid crisis priority was given to making targeted calls to residents and businesses impacted, as opposed to only responding to incoming calls. Support for those shielding and a focus on contacting businesses for grants are two examples. Over 4,000 proactive calls made to those who were shielding.

Table 2 – Face to face customer contact by location

Face to face#	April 2018 – March 2019	April 2019 - March 2020	% decrease
Haverhill	9,598	7,894	18%
Mildenhall	10,011	8,032	20%
Mildenhall Bus Station	5,754	5,105	11%
Newmarket	10,755	8,170	24%
West Suffolk House	35,199	26,491	25%
Grand Total	71,317	55,692	22%

#Note: the number includes multiple visits by the same customers.

Table 3 – Customer satisfaction survey responses

	Satisfied	Neutral	Dissatisfied	Total	% survey respondents who said they were satisfied
2019/20	837	0	264	1101	76.0%
2020/21	748	55	82	885	84.5%