

Reference Number: FOI2021/347
From: Private Individual
Date: 12 October 2021
Subject: Contact Centre/Call Centre Contracts, Inbound Network Services Contracts and Website Traffic Spend/Analysis

Q1 Contact Centre/Call Centre Contracts (Contracts and Costs associating to all/any systems used to manage Inbound Contact from Patients.

- a) Do you have a call centre?
- b) If yes, how many call centre/support agents do you have?
- c) What is your average cost per call (annual)?
- d) How many calls does your call centre receive (annual)?

- A1**
- a) The Trust has a Centralised Booking Team / Referral Hub – however this is not a dedicated call centre.
 - b) 3 staff with a core focus on call handling
 - c) Information Not Held – In House
 - d) Information Not Held as per A1 a) above

Q2 Inbound Network Services Contracts (by “Inbound Network Services”, I am referring to Inbound Call, Telephony and Email Management Services, and any other inbound channels used by Patients to make contact.)

A2 Please see A4 below.

Q3 Website Traffic Spend/Analysis (even if hosted by an Agency)

- a) Number of Visits per month (Average)
- b) Who is responsible for hosting/maintaining and managing the website(s)?
- c) Does your organisation's website(s) have an on-site search bar?
 - What Content Management System is your site-search connected to (if so)?
 - What is the Search Bar Utilisation? (If known, % of Website visitors)
 - Who is the Supplier/Owner of the on-site search on your website?

- A3** a) Please note, as no date was given, the figures in the table below are from the last full financial year.

Month	Number of Page Views	Number of Users
April 2020	65,254	15,098
May 2020	66,687	15,090
June 2020	70,927	16,516
July 2020	70,835	16,486
August 2020	56,042	15,305
September 2020	63,252	16,478
October 2020	67,862	19,162
November 2020	65,971	18,304
December 2020	53,246	15,321
January 2021	92,967	25,981
February 2021	84,367	22,443

March 2021	98,733	27,585
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- b) Managed, maintained and hosted in house
- c) Yes, but this is only to search organisational content on website – it is not a Google Chrome/Bing search bar
- Umbraco
 - Not applicable
 - Not applicable

- Q4 Please send me the following information:
- Incumbent Supplier for each of the contracts mentioned.
 - Annual Average Spend (over 3 years) for each supplier?
 3. Who is the senior officer (outside of procurement) responsible for these contract areas (including website)?

A4

	Q1: Contact Centre/Call Centre Contracts	Q2: Inbound Network Services Contracts	Q3: Website Traffic Spend/Analysis
Q4 a. Incumbent Supplier for each of the contracts mentioned.	Information Not Held – N/A	<ul style="list-style-type: none"> Inbound calls – BT Telephony – Intercity Email Services – in house 	No contracts with any external suppliers
Q4 b. Annual Average Spend (over 3 years) for each supplier?	Information Not Held – N/A	Please see attached document: FOI347 Question 4 Response	Zero – done in house
Q4 c. Who is the senior officer (outside of procurement) responsible for these contract areas (including website)?	Information Not Held – N/A	Andy Carter, Head of Digital IT	Andy Carter, Head of Digital IT