

Customer Experience Strategy

Q3 2025/26 Highlights

- Watbot usage decreased slightly during the last quarter, mainly due to the festive period, with 596 customers using the service. Council Tax remained the most accessed service, with Housing and Waste & Recycling close behind. The most common Council Tax enquiry related to reporting a change of address. Housing customers mainly needed help logging in to bid for properties, while Waste & Recycling enquiries focused on checking bin collection dates following the usual Christmas and New Year service changes.
- There was a decrease in Live Chat requests, with 50 chats received, again mainly due to the festive period. The most frequently discussed topic was Council Tax billing, accounting for 42% of all enquiries. This was followed by reporting a Council Tax move at 10% and Council Tax discounts at 8%.
- We have now introduced AI on the phones to handle basic Council Tax enquiries. In December, we received 139 enquiries, of which only two still requested to speak to a Customer Services Advisor. The most common request was for a Council Tax refund (18.7%), followed by financial support (13.7%) and copies of bills (12.9%).
- Since going live with real-time GovMetric survey reporting for both Watbot and Live Chat, we have been able to better monitor customer satisfaction and identify areas for improvement. Feedback volumes for Watbot have been low; however, this is likely because customers receive the information they need and exit the chatbot once their enquiry is resolved. To date, no feedback has been received for Live Chat.



4,479 online forms submitted

1,055 visits to the Customer Service Centre



424,426 visits to the council website

Q4 2025/26 Priorities

- We are currently planning the second phase of AI integration to handle routine enquiries. This will include out-of-hours calls and basic Switchboard enquiries, such as queries relating to Hertfordshire County Council and Watford Community Housing.
- We are planning to roll out Watbot on the website homepage. When asked questions outside of its current training, Watbot provides clear and helpful responses, making it suitable for wider use. A defined testing window will be put in place to manage this rollout and to monitor any potential increase in Live Chat requests if responses are not sufficient, ensuring that no additional strain is placed on customer service resources.

596 conversations with Watbot over the last quarter

