

Freedom of Information Act 2000 disclosure log entry

Reference

21-22175

Date sent

25/11/21

Subject

Contact/Call Centre Inbound Traffic Systems

Details of enquiry

1. Call Centre

- 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)?

2. 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.)

3. 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?
 - i. What Content Management System is your site-search connected to (if so)?
 - ii. What is the Search Bar Utilisation? (If known, % of Website visitors)
 - iii. Who is the Supplier/Owner of the on-site search on your website?

4. Please send me the following information:

- a) Incumbent Supplier for each of the contracts mentioned.
- b) Annual Average Spend (over 3 years) for each supplier?
- c) Who is the senior officer (outside of procurement) responsible for these contract areas (including website)?

Response sent

1. Call Centre

- a) Do you have a call centre?
No

2. 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.)

Not applicable

3. Website Traffic Spend/Analysis (even if hosted by an Agency)
 - a. Number of Visits per month (Average)
On average across the last 12 months:
 - 60,395 sessions per month
 - 155,287 pageviews per month
 - b. Who is responsible for hosting/maintaining and managing the website(s)?
Isotomer
 - c. Does your organisation's website(s) have an on-site search bar?
Yes
 - i. What Content Management System is your site-search connected to (if so)?
Wagtail
 - ii. What is the Search Bar Utilisation? (If known, % of Website visitors)
We do not hold this data
 - iii. Who is the Supplier/Owner of the on-site search on your website?
Isotomer
4. Please send me the following information:
 - a. Incumbent Supplier for each of the contracts mentioned.
Isotoma
 - b. Annual Average Spend (over 3 years) for each supplier?
This information is withheld under s43 of the Freedom of Information Act 2000
 - c. Who is the senior officer (outside of procurement) responsible for these contract areas (including website)?
Terry Noys, Director of Finance

We are withholding average supplier spend on our internet under Section 43(2) *Prejudice to commercial interests*.

Section 43(2) is a qualified exemption that requires the authority to carry out the public interest test. We have carried out the public interest test and have concluded that disclosure would be likely to prejudice or harm the Trust's commercial interests. We have set out below the public interest arguments which we have considered.

Arguments in favour of disclosure:

- Promoting accountability and transparency on how public funds are utilised and spent

Arguments in favour of maintaining the exemption:

- This is a competitive environment, in which disclosure could result in the contractors increasing their prices/tender offer based on the perceived budget available
- An increase in price on this basis could result in the Trust having to pay more for services or supplies
- Disclosure could impact on the Trust's ability to negotiate with contractors
- The Trust must ensure value for money and disclosure could, therefore, adversely impact on value for money

We have concluded that, on balance, the public interest in maintaining the exemption outweighs the public interest in disclosure.