Attachment A – Benalla Channel Analysis

Customers who live in the Benalla region have had a decrease in staff assisted channels, and a significant increase in self-service usage from Q4 2018 to Q4 2020.

Customers who live in the Benalla region* had a reduction of -9% in staff assisted channels, with a -68% reduction in Front of House. Self service use has increased by 35%.

Since the closure of the Benalla Visiting Service in April 2020 due to COVID-19, customers who are still attending a service centre are most likely to attend the Wangaratta office.

Benalla customers channel usage – quarterly comparison

Channel	2018 Q4 Transactions Per customer	2020 Q4 Transactions Per customer	2018 to 2020 Change
Front of House	0.8	0.3	-68%
Phone	0.4	0.6	61%
Processing	0.9	1.0	18%
Staff Assisted	2.0	1.9	-9%
Interactive Voice Response	0.2	0.2	-7%
Mobile Apps	0.7	1.1	61%
Online	4.8	6.4	32%
Self-Managed	5.6	7.6	35%
Data Exchange	2.1	3.5	64%
Overall	9.8	13.0	32%

Figures in the tables above are rounded and may not tally.

Benalla customers Service Centre choice – quarterly comparison

Service Centre	2018 Q4 Choice	2020 Q4 Choice	2018 to 2020 Change
Benalla	67%	0%	-100%
Wangaratta	14%	80%	464%
Shepparton	3.9%	3.8%	-3%
Other	15%	17%	9%

*Benalla customers are defined as anyone who lived in Benalla Statistical Area 2 (ABS geographical definition) during each period. 2018 and 2020 periods in the tables refers to October to December.
Source: Future State Service Delivery Model

Analysis approach limitations:
1. Given this cohort is limited to the Benalla Statistical Area, some customers who may visit Benalla from other areas, such as Violet Town, are not included.
2. October to December is used as it was readily available from the existing demand model in Attachment C.