# CIS Caller Demographics 2021

# CIS Type of Contact

The total number of callers to Citizens Information Services (CISs) in 2021 was 338,167.Telephone contact increased to 72%, or 242,651 phone-calls during that time. When added to the 11% of overall contacts generated by the web based Request a Call-back[[1]](#footnote-1) service, CISs dealt with over 279,495 phone-calls in total during 2021, representing over 80% of contact with the public.

In person contact was 11% and letter/email contact 6%.

### The trend in the type of contact with CISs has practically reversed due to the Covid-19 pandemic and the closure of face-to-face services in March 2020**.**

# **Chart 1 - Type of Contact 2021**

# **Table 1 - Type of Contact 2021**

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| --- | --- |
| **Caller Type** | **# of Callers 2021** |
| **Letter/Email** | 19,831 |
| **Web Call-Back** | 36,844 |
| **Personal** | 38,841 |
| **Telephone** | 242,651 |
| **Total** | **338,167** |
|  |  |

1. From January 2021, all Web Call-back requests were recorded in the CIS Caller & Query recording system to provide a complete set of data for CIS activity. While the web request for a call-back service starts with an online form, the request is ultimately for a telephone call from a CIS. [↑](#footnote-ref-1)