



Service Delivery Committee	Tuesday, 05 July 2016	Matter for Information
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Title: Customer Service Transformation Update

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1. Introduction

This report provides an update for Members on how the Customer Service Centre is operating since it opened on 12 October 2015 and how Phase 2 of the Customer Service Transformation programme is progressing.

2. Recommendations

That Members note the information provided within the report.

3. Information

3.1. The Customer Service Centre opened in Bell Street on 12 October 2015.

The Customer Service Team deal with face to face customer interactions across a wide range of Council services and the telephony team take all incoming calls to the Council's main telephone line.

The service has also implemented a totally electronic method of referring enquiries to other services in the Council.

3.2. Progress to Date

Footfall and Customer Satisfaction

The popularity of the new location and service provided is evidenced by the increase in footfall in comparison to footfall when the customer service centre was located at the main Council offices in Bushloe House and 100% customer satisfaction from a survey conducted in March 2016.

In May 2016 staff in the centre dealt with 2,684 face to face customer enquiries compared to 1,301 customer enquiries dealt with at Bushloe House in May 2015 representing a 106.3% increase in footfall.

The centre is also open to customers on Saturday mornings from 9am to 12 midday; extending the service to residents for whom regular office hours are not convenient.

Telephony and Call Answering Times

The telephone system has been completely reconfigured to ensure calls are routed more efficiently to appropriately skilled officers reducing waiting times for customers. Average call waiting times are 22 seconds and the team is working to meet a target of 20 seconds.

Customer Services started to handle electoral service enquiries both face to face and via the telephone at the start of April 2016. Since this time the team has taken in excess of 1200 enquires, out of which 1100 have been telephone calls.

By routing the calls to the Customer Service line, calls have been answered quickly and efficiently. The majority of enquiries have been resolved at first point of contact, supporting the back office during two busy election periods, allowing them to dedicate their resources to their core duties.

This has also resulted in an improved customer experience; on average customers have waited no more than 29 seconds to have their calls answered, which would not be possible in a back office setting during such a busy period.

The Customer Service Team has also been able to respond quickly to support resource issues in the Building Control team by migrating Building Control calls to the Customer Service Centre to minimise impacts on service delivery.

3.3. Phase 2 of Customer Service Transformation

Online Forms and My Account

Phase 2 of Customer Service Transformation is to introduce on line forms to support channel shift and a My Account function which will allow customers to view their Council Tax and Benefit accounts, and integrations with a number of back office systems to remove 'double keying' operations. This better use of ICT will improve the customer experience and also reduce wasteful use of Council resources.

On line forms and My Account are scheduled to be available in Autumn 2016.

The project has been supported by a SOCITM advisory consultant who provided project management and technical expertise and who has put on record his thanks to all those he worked closely with on the project and to state what a pleasure it was for him to work with such a dedicated team committed to provide the best Customer Service possible for Oadby and Wigston Borough Council.

The service will continue to evolve with the migration of more back office tasks to front line services and the expansion of on line forms and services to achieve channel shift. There will however always be support provided for those residents for whom self serve through on line forms and services are not a viable option.

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Implications	
Financial [CR]	There is budgetary provision for the customer services transformation.
Legal [AC]	No significant implications.
Risk [AC]	CR1 - Decreasing financial resources. CR4 - Reputation damage.
Equalities [AC]	No significant implications.
	Equality Assessment
	<input type="checkbox"/> Initial Screening <input type="checkbox"/> Full Assessment <input checked="" type="checkbox"/> Not Applicable