



Service Delivery Committee	Tuesday, 11 October 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. 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.

Latest statistics show August 2016 was the second busiest month since opening in October 2015. There were 8676 customer enquiries which was an increase of 2396 enquiries compared with July 2016. A comparison of August 2016 to August 2015 (when customer services was at Bushloe House) shows there has been a dramatic increase in customer contact. This is attributed to Customer Services being in a much more central/convenient location for parents to pop in during school holidays and calls being answered quicker and enquiries being resolved at point of contact.

The average for telephony performance was going well to meet the 20 second target for answering calls at the beginning of August. This was affected by a telephony system failure on 23 August where the system was down until lunchtime, together with the dramatic increase in enquiries; the overall average for call answering came out at 31 seconds. With the summer leave period over and the addition of two new technical officers this will help towards meeting a 20 second target for answering calls.

Face to face average waiting times were 5 minutes and average handling times were 10 minutes in August 2016 which is excellent considering the increase in customer demand.

3.2. Phase 2 of Customer Service Transformation

Online forms and My Account

Phase 2 of Customer Service Transformation will deliver a "My Account" functionality which will allow Council Tax payers and Housing Benefit/Council Tax Support

recipients to view their accounts online.

At the same time a suite of online forms will be available for Council Tax, Benefits, Waste Management, Building Control and Environmental Health.

All of the forms will have been tested in the Customer Services Centre environment before the launch to ensure that they are fit for purpose and easy for residents to navigate.

The Customer Services Management Team is working alongside the Customer Relationship Management System (CRM) / My Account provider and the Web Development Officer to complete configuration and testing to launch the service before the end of this year, December 2016.

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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 (JG)	No significant implications.
	Equality Assessment:-
	<input type="checkbox"/> Initial Screening <input type="checkbox"/> Full Assessment <input checked="" type="checkbox"/> Not Applicable