



Title: **Customer Services – Libraries & Cashiers**

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## **1. Introduction**

1.1 This report provides Members with an update in relation to the Customer Service Review.

1.2 As part of a three month trial exercise:

- Cashier's opening times were reduced from 8.45am – 13.00pm to 9.00am - 11.30pm.
- Customer Service Advisors withdrew from:
  - a) Oadby Library - Monday 15.30pm – 19.00pm and on Saturday's
  - b) South Wigston Library - on a Tuesday and
  - c) Wigston Library - on Tuesday's and Thursday's.

## **2. Recommendations**

2.1 Members approve the changes to customer service delivery channels following the three month trial exercise.

## **3. Information**

3.1 There are 4.5 full time Customer Service Advisors and 1 full time Senior Customer Service Advisor. Their duties include meet and greet, face to face, cashiers and the libraries.

3.2 Historically, Customer Service Staff operate out of various Customer Service Centre's across the borough as well as the main Council Offices in Station Road:

- a. Oadby Library:- Monday 9.30 – 12.30 and from 15.30 – 19.00, Wednesday 9.30 – 13.00, Thursday 13.00 – 16.30, Friday 9.30 – 13.00 and Saturday 10.00 – 12.00
- b. Sough Wigston Library:- Tuesday 14.00 – 16.00
- c. Wigston Library: - Tuesday 9.30 – 13.00 and Thursday 9.30 – 12.00.

3.3 Cashier's normal opening times are 8.45am to 13.00pm (Monday to Friday).

3.4 Based on statistical data captured since April 2013, it was evident that the Customer Service Advisors could potentially withdraw their services from the three libraries as well as reduce the cashier's opening times. The number of customers accessing the cashier's service between 11.30am and 13.00pm is on average 9 customers per hour.

3.5 In January 2014, a three month trial period was set up where Customer Service Advisors would withdrawal from Wigston and South Wigston library as well as reduce their surgery times at Oadby library.

3.6 At the same time a trial to reduce the Cashier's opening times was undertaken.

3.7 Comparisons have also been carried out to identify how effective the payment kiosk has been since the reduction in Cashier's opening times. To date there has been an increase in the number of users by 30.68%.

3.8 During this trial period Customer consultation is taking place to ensure we capture their feedback. Customers can complete surveys on line, at the main Council Offices and at the three libraries.

3.9 The responses to the consultation exercise to date has indicated that the withdrawal of the service from the libraries and the reduction in cashier's opening hours would not have any adverse impact on the service Oadby and Wigston provides to its customers.

3.10 Ward Members have been notified that operational changes will take place during the customer service review.

3.11 Statistical data:

Library	July '13	Aug '13	Sept '13	Oct '13	Nov '13	Dec '13	Total
Oadby	306	312	256	291	268	200	*1,633
Wigston	Closed - refurbishment	Closed - refurbishment	Not present	Not present	Not present	Not present	0
S. Wigston	8	5	2	0	2	0	17

\*Note:

- Inc customers seen on a Saturday: From 29.06.13 to 21.12.13 (26 Weeks) total seen 172 customers - an average of 6.5 customers per hour.
- Inc customers seen between 15.30 – 19.00 on a Monday: From 23.09.13 to 23.12.13 (15 Mondays) total seen 61 customers – an average of 4 customers

Cashiers	Aug '13	Sept '13	Oct '13	Nov '13	*Dec '13	Average no: of customers per hour
Hours	No: of customers seen					
8.45am – 11.30pm	889	916	853	842		15
11.31am - 13.00pm	319	330	338	305		9

Note:

- Unable to accurately record the month of Dec '13 due to problems with the payment kiosk.

3.12 The statistical data identified above supports the evidence to withdraw Customer Service Advisors from Oadby Library on a Monday from 15.30 – 19.00 and on a Saturday, South Wigston Library on a Tuesday and Wigston Library on Tuesday and Thursdays as well as close the Cashier's service at 11.30am.

3.13 Some Ward Members have expressed concern about the general removal of Customer Service advisors from Oadby library but re-assurance has been given that apart from the reduction in hours there is no intention to fully remove Customer Service Advisors from Oadby library.

3.14 Further progress to date:

1. Departmental workshops have taken place and staff are working with the Customer Service Advisors to provide flowcharts and Frequently Asked Questions (FAQ's) to enable the Advisors to deal with the customer more efficiently and effectively at first port of call.

2. A Customer Record Management (CRM) demonstration has taken place and discussions are taking place to understand the benefits this could bring to Oadby and Wigston Borough Council.

3. Reviewing the current telephone set up to see if this can be utilised more efficiently and effectively.

4. Reviewing the Corporate opening hours and the switchboards opening hours.

5. In February 2014 the old payment kiosk was replaced with a new modern payment kiosk that is faster, more efficient and easier to use.

6. Currently redesigning and updating the Councils website

**Background papers:-**

Various statistical data and customer surveys

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## 4 Implications

### 4.1 Financial

Salary cost: £22,260 pa (Inc on costs)

Number of hours: 37 x 52 weeks = 1924

£22,260 divide by 1924 = £11.57 per hour

It therefore costs the service to have a Customer Service Advisor at:

Library	Cost p/w	Cost p/a	Potential Savings – reduction in hours
Oadby Library	£219.83	£11,431	£3,309
Wigston Library	£69.42	£3,610	£3,610
South Wigston	£23.15	£1,204	£1,204
<b>Total*</b>	<b>£312.40</b>	<b>£16,245</b>	<b>£8,123</b>

\*The above figures do not include mileage costs or other support costs.

Implications	
Financial (JD)	The Chartered Institute of Public Finance and Accountancy's (CIPFA) UK Annual Libraries Survey in Dec 2012 showed a reduction of 146 library service points between 2010 and 2011. This figure increased to more than 200 between 2011 and 2012.
Risk (JD)	CR8 - Transformation change
Equalities (AC)	No particular groups are affected by these changes but further consultation will take place to ensure all groups have been considered and where necessary mitigating measures will be put into place.
Legal (AC)	There are no legal implications identified with these changes.