

AGENDA MANAGEMENT SHEET

Name of Committee	Resources, Performance & Development Overview & Scrutiny Committee	
Date of Committee	6 June 2006	
Report Title	Report on the Development of Customer Access for Warwickshire County Council	
Summary	The purpose of this report is to appraise members of progress in regards to the customer access agenda with specific focus on the development of the Customer Service Centre and the existing One Stop Shop at Kenilworth	
For further information please contact:	Kushal Birla Head of Customer Service and Access Performance and Development Directorate kushalbirla@warwickshire.gov.uk	Adrienne Bellingeri Customer Contact Manager Performance and Development Directorate adriennebellingeri@warwickshire.gov.uk
Would the recommended decision be contrary to the Budget and Policy Framework?	N/A	
Background papers	None	

CONSULTATION ALREADY UNDERTAKEN:- Details to be specified

- Other Committees
- Local Member(s) Not applicable
- Other Elected Members Councillor G Atkinson
Councillor D Booth
Councillor F McCarney
- Cabinet Member Councillor P Fowler.
- Chief Executive
- Legal Sarah Duxbury
- Finance David Clarke
- Other Chief Officers All Chief Officers
- District Councils



- Health Authority
- Police
- Other Bodies/Individuals

FINAL DECISION N/A

SUGGESTED NEXT STEPS:

Details to be specified

- Further consideration by this Committee
- To Council
- To Cabinet
- To an O & S Committee
- To an Area Committee
- Further Consultation

Agenda No

Resources, Performance & Development Overview & Scrutiny Committee 6 June 2006

Report on the Development of Customer Access for Warwickshire County Council

Report of the Strategic Director of Performance and Development

Recommendation

1. That members consider and comment upon the progress of the customer access agenda, the Customer Service Centre and the Kenilworth One Stop Shop
2. That members indicate any further information they require
3. That quarterly reporting continues

1. Executive Summary

- 1.1 The following report summarises the progress to date of the Customer Service & Access Division.
- 1.2 The key messages include:
 - Information on services now offered through the Customer Service Centre and the One Stop Shop
 - Details relating to the approach to resourcing the above
 - Performance against the key performance indicators
 - Planned development for the Customer Service Centre

2 Introduction

- 2.1 Based on previous reporting requirements the following have been identified as areas for scrutiny:
 - Maintenance of adequate staffing levels and continuous training for staff.
 - That service delivery and public satisfaction levels were high.
- 2.2 Agreement has also been reached that reporting to this Committee be on a

quarterly basis.

3 Progress to Date

3.1 The following processes are now offered through the identified channels:

WCC Processes offered	Customer Service Centre	One Stop Shop
Books on loan	✓	✓
Book Search	✓	✓
Library renewals	✓	✓
Internet access in libraries-call transferred for booking process	✓	✓
Other information about Libraries	✓	✓
Library opening times	✓	✓
Community information database	✓	✓
How do I join the library	✓	✓
Contact Assessments for adults- Social services assessment for adults, updating of referrals for adults, change of circumstance for adults.	✓	Will be delivered during 2006
Disabled Parking Badges enquiry or application	✓	Will be delivered during 2006
Disabled Parking Badges application processing	✓	N/A
Vintage-Services for over 50s not covered in other processes.	✓	X
Freedom of information- First point of contact for telephone requests under the Freedom of Information Act 2000.	✓	X

3.2 The One Stop Shop Project utilises the Northgate Front Office Software currently in use in the Customer Service Centre of both Warwickshire County Council and Warwick District Council. Development of the One Stop Shop processes has therefore been undertaken on a partnership basis, and enabled the sharing of skills and knowledge, whilst building on existing relationships between all parties.

4 Maintenance of adequate staffing levels and continuous training for staff

4.1 The current year funding of £1,763,150 will support some continued development

of services and processes and allow additional access channels to be incorporated into the existing CSC. The resource levels required to support this approach are 50.23 full time equivalent (FTE) posts.

- 4.2 The Kenilworth One Stop Shop which opened in October last year, is presently supported by 6.5 (FTE) posts employed by Warwick District Council and 3 (FTE) posts employed by Warwickshire County Council one of which is funded by Warwick District Council. All employees are supporting the function on a secondment basis.

5 Customer Satisfaction

- 5.1 Customer Satisfaction testing within the Kenilworth One Stop Shop is underway and results will be presented in the next report.
- 5.2 Quality checking continues in the Customer Service Centre to check both adherence to process and interactive skills of all employees. An overall quality level of 88.27% is being achieved against a target of 95%. Where issues relating to quality have been identified improvement plans are in place and are monitored through regular meetings with individuals.

6 Performance Targets

- 6.1 The Key Performance Indicators (KPIs) for the Customer Service Centre are:
- 90% of calls to be answered within 20 seconds
 - 5% or less abandoned call rate (ie 5% or less customers will hang up before speaking to a person)
 - 80 % of call are answered at first point of contact (POC) (ie 80% or more calls will be answered by a member of the Customer Service Centre team without the need to transfer the caller to the back office environment)
- 6.2 Performance against these KPIs can be seen in APPENDIX 1.
- 6.3 A number of library processes are not fully supported by the web which is the tool that the Customer Service Centre use to transact on behalf of the libraries. This has meant that the point of contact target has failed to be met. Work will be undertaken this year to review the web offering with a view to increasing point of contact resolution to ensure that the target is met.
- 6.4 The Warwickshire County Council transactions recorded for the Kenilworth One Stop Shop can be seen below (Figure 1) together with performance to date (Figure 2).

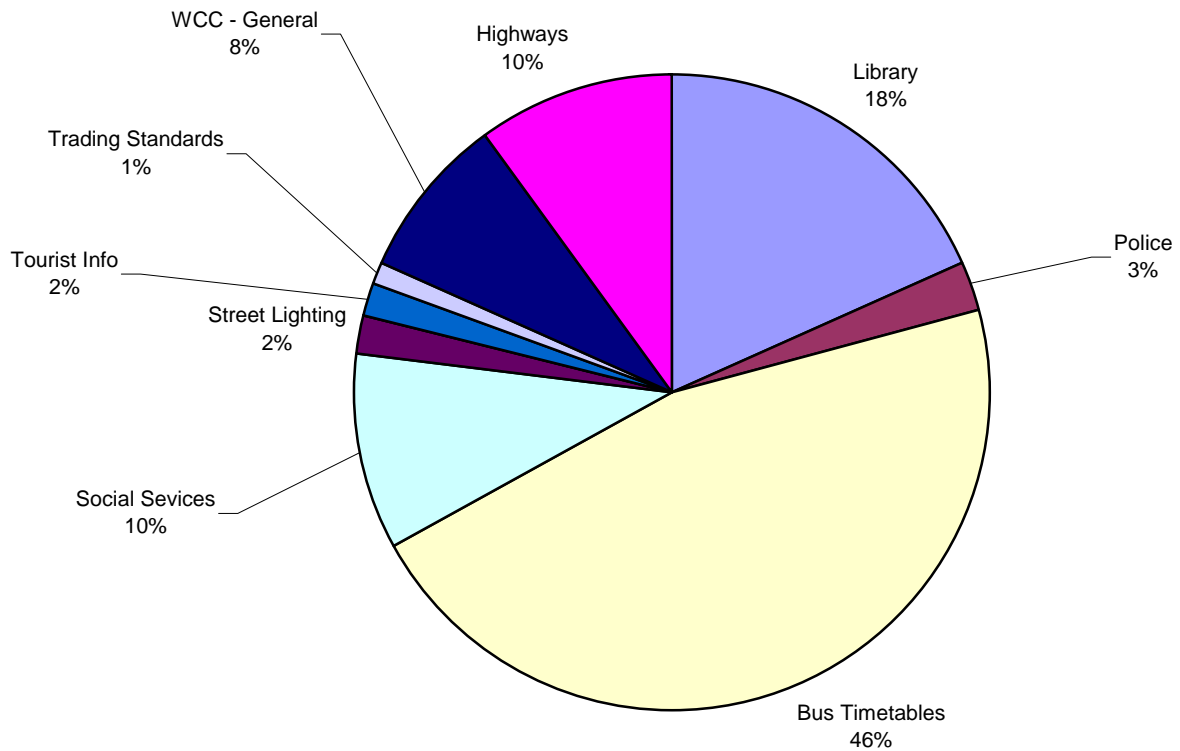
FIGURE 1

WCC Profile 2005 / 2006

	January	February	March	Total
Library	7	37	7	51
Police	2	3	2	7
Bus Timetables	34	37	58	129
Social Sevices	13	14	1	28
Street Lighting	0	2	3	5
Residents Parking	0		0	0
Tourist Info		3	2	5
Trading Standards	1	1	1	3
WCC - General	14	8	1	23
Highways	10	13	5	28

FIGURE 2

WCC Enquiries Kenilworth 2006



7 Planned Development for 2006/2007

7.1 The agreed funding to date will support the following planned growth:

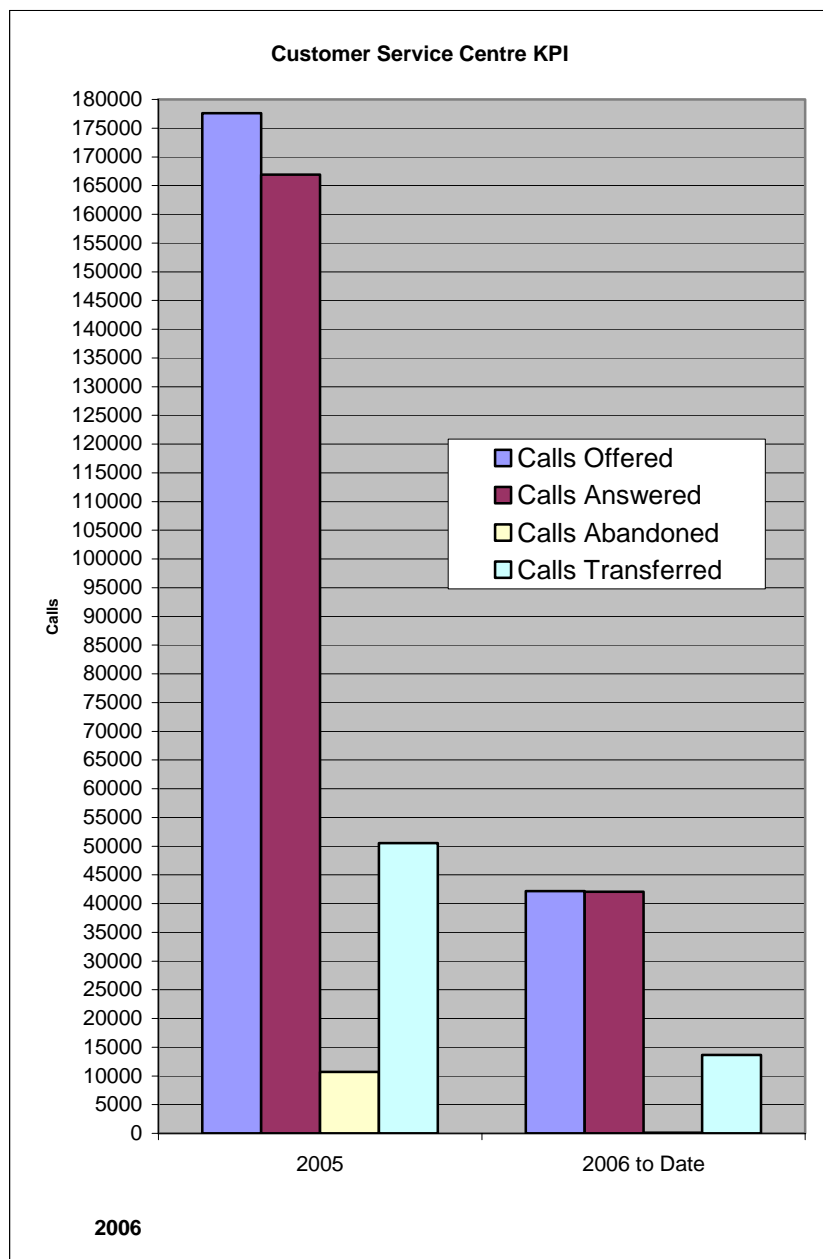
Service/Provision
Kings House infrastructure costs - £201,000
Kings House rental costs - £165,000
Highways Management - customer service centre development and integration of systems - likely to generate approximately 37,000 calls per annum,
Change of Address process - initially supporting limited services with a view to expanding to all areas
Skills for Life - National Pilot in conjunction with the DfES signposting and supporting learners into basic skills learning
Racist Incidents - reporting of racially motivated incidents funding should be met
PC Bookings - booking of library based PCs
Registrations- answering frequently asked questions and booking of appointments

7.2 A proposal is to be submitted to Cabinet in relation to additional developments costing £500,000 that are set out below:

Service/Provision
Member information - answering frequently asked questions regarding cabinet meetings and member details
Emergency planning - implementing a Countywide approach to information management during periods of emergency.
Waste Management - all enquiries relating to waste and recycling issues
Inclusion of the 19 remaining libraries
Implementation of voice recognition for the switchboard function to reduce the number of calls answered in the centre and increase self serve call resolution (not a push button IVR solution, it recognises verbal requests)
Education transport-frequently asked questions and advice on application
Free School Meals-frequently asked questions and advice on application
Education frequently asked questions
Anti Bullying-frequently asked questions
HRMS systems support-frequently asked questions and signposting
F+R Fire - Safety Helpline-frequently asked questions
F+R Help on call -frequently asked questions
F+R Home call -frequently asked questions
F+R Industrial + commercial unit -frequently asked questions
F+R Working with Young People- frequently asked questions
Traffic -frequently asked questions
Recruitment -frequently asked questions

Service/Provision
Services for the Deaf Team-frequently asked questions
Complaints -frequently asked questions
Customer satisfaction - technology to automate satisfaction-testing activity. Initially trialled in CSC with a view to roll out for other services
Integration of Street Lighting systems - to remove duplication of effort between front and back office.
Roll out of Change of Address-incorporate other services in change of address approach where applicable.
Introduce a performance management framework-IT work to pull together relevant statistical information across all access channels
Introduce a technology-based mechanism that is capable of automatically generating letter, scripts and making telephone connection to support the survey process.

DAVID CARTER
Strategic Director
Performance and Development Directorate



2005/2006 CSC Performance	2005	2006 to Date
Calls Offered	177599	42172
Calls Answered	166902	42050
Calls Abandoned	10697	124
% Abandoned	6.02	0.29
Calls Transferred	50549	13666
% Resolved at POC	65.51	67.31
% Answered in 20 Seconds	74.7	96.18