

**AGENDA MANAGEMENT SHEET**

<b>Name of Committee</b>	<b>Resources, Performance &amp; Development Overview &amp; Scrutiny Committee</b>	
<b>Date of Committee</b>	<b>19<sup>th</sup> June 2007</b>	
<b>Report Title</b>	<b>Report on the Development of Customer Service &amp; Access for Warwickshire County Council</b>	
<b>Summary</b>	The purpose of this report is to appraise members of progress during 2006/2007 in regards to the development of the One Stop Shops/Kiosks and the Customer Service Centre.	
<b>For further information please contact:</b>	Kushal Birla Head of Customer Service and Access Performance and Development Directorate <a href="mailto:kushalbirla@warwickshire.gov.uk">kushalbirla@warwickshire.gov.uk</a> Martin Lake Senior Project Manager Performance and Development Directorate <a href="mailto:martinlake@warwickshire.gov.uk">martinlake@warwickshire.gov.uk</a> N/A	Adrienne Bellingeri Customer Contact Manager Performance and Development Directorate <a href="mailto:adriennebellingeri@warwickshire.gov.uk">adriennebellingeri@warwickshire.gov.uk</a>
<b>Would the recommended decision be contrary to the Budget and Policy Framework?</b>	N/A	
<b>Background papers</b>	Report on the Development of Customer Access for Warwickshire County Council – June 2006 Report on the Development of Customer Access for Warwickshire County Council – September 2006 Report on the Development of Customer Access for Warwickshire County Council – January 2007	

**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  Chris Juckes

**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

# Resources, Performance & Development Overview & Scrutiny Committee

19<sup>th</sup> June 2007

## Executive Summary

The following report sets out to appraise members of progress during 2006/2007 in regards to the development of the One Stop Shops/Kiosks and the Customer Service Centre.

The key messages include:

Milestones in relation to the engagement of Cabinet, Strategic Directors and Heads of Service and Members

Area by area progress on the delivery of new front line services

Information on services now offered through the Customer Service Centre and the One Stop Shops

Progress on the developments within the Customer Service Centre

Performance against the key performance indicators

Details relating to the approach to resourcing the above

Members are asked to:-

Consider and comment on the progress during 2006/2007 in regards to the development of the One Stop Shops/Kiosks and the Customer Service Centre.

Indicate any further information they require

Confirm that quarterly reporting should continue

## Agenda No

# Resources, Performance & Development Overview & Scrutiny Committee

19<sup>th</sup> June 2007

## Report on the Development of Customer Service & Access for Warwickshire County Council

### Report of the Strategic Director of Performance and Development

#### Recommendation

That members consider and comment on the progress during 2006/2007 in regards to the development of the One Stop Shops/Kiosks and the Customer Service Centre.

That members indicate any further information they require

That quarterly reporting continues

#### 1. Background

- 1.1 The County Council has the strapline 'Working for Warwickshire'. This means putting citizens, customers and clients at the very core of our business thinking and service delivery.
- 1.2 On 27 June 2006, Cabinet approved the Customer Service & Access Strategy 2006-2009. The Strategy outlines Warwickshire County Council's vision for customer service over the next three years. It aims to put the customer at the heart of everything the Council does. It recognises the importance of customers' needs and attempts to ensure that our services are driven and shaped by all those who live, work and visit Warwickshire by embedding a passion for customer focus across the organisation.

#### 2 Introduction

- 2.1 The Customer Service & Access agenda sits at the very core of the New Ways of Working Programme. Although the workload has been encapsulated within the associated workstream, the principles and requirements are visible in both the direction and content of the majority of workstreams which together comprise the Programme.

During the period of 2006/07 the progress and profile of this agenda has developed rapidly and the key milestones in relation to the engagement of Cabinet, Strategic Directors and Heads of Service and Members are outlined below:

18 <sup>th</sup> May 2006	All Strategic Directors and Heads of Services engaged in the development of a Strategy to address Customer Service & Access at Corporate Standing Conference
26 <sup>th</sup> June, 2006	Customer Service & Access Strategy and the delivery of 5 neighbourhood pilots by 1 <sup>st</sup> April 2007, endorsed by Cabinet
7 <sup>th</sup> Sept 2006	Progress report on the Customer Service & Access Strategy considered by Cabinet and the Strategy signed by Group Leaders and Strategic Directors
19 <sup>th</sup> Sept 2006	Progress report on the Customer Service & Access agenda considered by Resources, Performance & Development Overview and Scrutiny Committee
19 <sup>th</sup> Sept 2006	Scrutiny report on Warwickshire Direct – Kenilworth and Library and the Customer Service Centre Shire Hall considered by Resources, Performance & Development Overview and Scrutiny Committee
20 <sup>th</sup> Sept 2006	Customer Service & Access workstream (as part of New Ways of Working Programme) approved by SDMT
4 <sup>th</sup> Oct, 2006	Progress of the Customer Service & Access agenda discussed at SDMT Away Day
9 <sup>th</sup> Oct 2006	Jim Graham clarified the following points at the Leadership Team meeting <ul style="list-style-type: none"><li>▪ From 1st April 2007 5 pilots will be rolled out for at least one year, endeavouring to explore good <u>local</u> practice, local governance and accountability, and <u>integrated</u> access</li></ul>
25 <sup>th</sup> Oct 2006	Progress report on the Customer Service & Access Strategy considered by SDMT
9 <sup>th</sup> Jan 2007	Progress report on the Customer Service & Access agenda considered by Resources, Performance & Development Overview and Scrutiny Committee
24 <sup>th</sup> April 2007	Progress report on the recommendations made in the scrutiny report of 19 <sup>th</sup> September considered by Resources, Performance & Development Overview and Scrutiny Committee

2.2 The Customer Service and Access Programme Board was formed on 19<sup>th</sup> December 2006. The Programme Board consists of representatives from all Directorates and meets on a six weekly basis.

### 3 Progress on the development of the One Stop Shops/Kiosks and Joint Customer Service Centre

#### 3.1 North Warwickshire

3.1.1 On 2 November, Cabinet agreed a proposal to set up a joint One Stop Shop with North Warwickshire Borough Council at the Borough Council House reception area in Atherstone.

3.1.2 The One Stop Shop, Warwickshire Direct – North Warwickshire was officially opened on 9<sup>th</sup> May and provides a fast track meet and greet area, advisors to deal with specific queries or requests for service, interview rooms for the public and for use by, for example, the CABx, computers for use by visitors to access the website and to encourage self service, space for the Planning divisions microfiche reader is available and provides information on planning and building regulation applications. The registration of births, marriages and deaths service will be available from June and the first marriage ceremony at the Council offices is already planned for the 7<sup>th</sup> July. NHS Warwickshire has decided to base its 'Wellness Centre' at the One Stop Shop.



3.1.3 The benefits of working with the Borough on this Scheme will include:

- Pooling resources to improve services to customers
- Joined up service delivery for both authorities through a common front door, seamless and transparent.

- Opportunity to review our joint Customer Relationship Management approaches with a view to reducing transaction costs.
- Removal of customer confusion on 'which Council does what'
- Sharing of skills and knowledge in the development of One Stop Shop processes, removing service, geographical and professional barriers.
- Provision for the registration of births, marriages and deaths service

3.1.4 There has been significant positive media coverage regarding Warwickshire Direct – North Warwickshire a summary of which is contained in appendix 1

## 3.2 Nuneaton & Bedworth Area

3.2.1 On 24 November, Warwickshire Direct – Bedworth opened to the public.



The One Stop Shop is based at Kings House, Bedworth and provides residents with direct access to County Council services in the heart of the town centre. Residents are able to have any queries about council services dealt with face-to-face by an advisor, who will find the answers for them, making contact with the council as easy as possible. The facilities include a comfortable seating area, refreshments, accessible toilet with baby changing facilities, plasma screen with Warwickshire County Council service information, interview rooms where residents can discuss confidential matters face-to-face with staff and video conferencing facilities. Residents are able to register births, marriages and deaths at this office.

- 3.2.2 Since opening, the One Stop Shop has managed over 5,000 visitors and enquiries. We have taken a proactive approach to developing the customer base which has included visits to: the local CAB, Bedworth Civic Hall, Pensioners Ex Service Club, Bedworth Volunteer Bureau, Bedworth Carers Group, Bedworth Widows club and the Bedworth Health Centre.
- 3.2.3 There has been significant positive media coverage regarding Warwickshire Direct – Bedworth a summary of which is contained in Appendix 1
- 3.2.4 Discussions are ongoing with Nuneaton & Bedworth Borough Council to look at the possibility of Borough Council services being offered at Kings House. Discussions are also taking place with the Borough Council on a joint One Stop Shop at Nuneaton Town Hall.
- 3.2.5 Following early discussions with the Extended Services in Schools Team, it was recommended that the existing infrastructure and service provision at Stockingford Early Years Centre and Library would provide an opportunity to develop a One Stop Shop service on the same site.
- 3.2.6 Subsequently an initial project meeting was held at Stockingford where it was evident that there were clear and exciting synergies between the objectives of the Every Child Matters and One Stop Shop agendas.
- 3.2.7 To ensure involvement a meeting has been held to engage all potential stakeholders in January 2007. It is envisaged that a business case, which outlines a number of development options will be presented to the Cabinet for consideration in July 2007.

### **3.3 Rugby Area**

- 3.3.1 On 27 June 2006, Cabinet supported a multi-site pilot of interactive kiosks. A number of authorities have implemented kiosk facilities as part of their overall integrated customer service and access strategy.
- 3.3.2 Kiosks can provide local council, transport, Crimestoppers, community information, free e-mail, job finding services, and access to BBC news information. The kiosks will also provide an outdoor controlled broadband service and access to the Customer Service Centre.
- 3.3.3 In liaison with Rugby Borough Council, the following sites were identified:
- Outside Shipley's Amusements, North Street, Rugby
  - Outside Thomson, 13 Market Place, Rugby
  - Inside Museum, Gallery and Library foyer, Little Elborow Street, Rugby

- To be confirmed the Ken Marriott Leisure Centre, Bruce Williams Way, Rugby is being considered
- To be confirmed outside Co-Op, 19 Main Street, Newbold, Rugby

3.3.4 The content of the kiosks was developed with the providers, City Space and in partnership with Rugby Borough Council. The kiosks in North Street and Market Place were installed on the 27<sup>th</sup> March 2007 and the Museum, Gallery and Library foyer kiosk was installed on the 1<sup>st</sup> May.

3.3.5 The usage data for the period of April compared well to other kiosks around the country. It is worth noting that we had 3809 users with a relatively high usage of 52.3% outside normal office hours ie 9 – 5 and the relative use of the e-government channel compares favourably to others. The e-government channel is where the content jointly created by Rugby Borough Council and Warwickshire County Council sits, for example the A-Z of Council Services, Who's My Councillor and Council feedback. Some comments made by users of the kiosk include *"this is great you can send email when you are in town"* – **Market Place, Rugby** and *"from Danielle this is very useful"* – **North Street, Rugby**.

3.3.6 On the 4<sup>th</sup> May the kiosks were officially launched.



3.3.7 There has been significant positive media coverage regarding Warwickshire Direct – Rugby a summary of which is contained in Appendix 1

3.3.8 Discussions are planned with the Borough Council on a joint One Stop Shop at Rugby Town Hall.

### **3.4 Stratford Area**

- 3.4.1 The business case for the co location of a One Stop Shop in Southam Library by March 2008 is under discussion. This would be seen as phase 1 of a larger programme which could lead to the development of a partnership hub by October 2009 and later a retail development. A feasibility study of phases 1, 2 and 3 of this scheme is to be concluded by December 2007.
- 3.4.2 Discussions are ongoing with Stratford District Council regarding the development of a joint One Stop Shop operating from Elizabeth House, Stratford
- 3.4.3 The Digital Challenge Bid, which was submitted in January 2007 aimed to promote social inclusion by bringing multi-agency services, learning opportunities and entertainment to the fingertips of those living in or wanting to visit the District. Although the bid failed a sum of £2m was made available to the unsuccessful applicants
- 3.4.4 We are now working with Stratford District Council to ensure that revised bid for the residual funds are used effectively to improve customer access and services in the District.
- 3.4.5 Flexible Local Access through Mobile Enquiries (FLAME) Bus - Advantage West Midlands (AWM) funding has been obtained for 2 years to pilot a mobile advice bus across South Warwickshire. Members of the public will be able to obtain information, request a service and leave queries with staff on the vehicle who will forward the information electronically to the relevant department. Wherever possible it is the aim to provide the public with instant resolution to the most common enquiries. It is also planned to use the vehicle with other agencies, for example, health, pensions and voluntary groups.

### **3.5 Warwick Area**

A range of integrated services will be delivered with Warwick District Council:

- 3.5.1 Warwickshire Direct – Kenilworth (WD-K) delivers Warwickshire County Council and Warwick District Council services as a single service offering and celebrated its first birthday on 21st October 2006. A number of improvements have been/will be implemented following the nine recommendations made by this committee in its scrutiny report of the 19<sup>th</sup> September. A progress report appraising members of progress against the recommendations made was reported on the 24<sup>th</sup> April 2007.

- 3.5.2 Staff continue to deliver a first class service and consistently exceed 95% of enquiries resolved at first point of contact. The number of service enquiries has increased by 20% during Nov 06 – Jan 07 compared to the same time in the previous year. Full details of the performance of WD – K is contained in appendix 2.
- 3.5.3 Additional services and surgeries have been launched over the past few months; these include; Applications for Disabled Parking Badges, Initial care assessments for Social Services, and Citizens Advice Bureau surgeries funded by Kenilworth United Charities.
- 3.5.4 Warwickshire Direct – Kenilworth is fast becoming known as the place to go for residents who want to be kept informed of local events, consultations and progress on the town centre improvements. Recent displays and consultations have included ‘Exciting Times for Kenilworth’ progress on all new developments in the town, Decriminalisation of Parking, and Talisman Square- improvements and traffic consultation.
- 3.5.5 Following the publication of the Governments White paper in October in which the service was mentioned, Warwickshire Direct – Kenilworth experienced a surge in enquiries and visits from other Councils wanting to replicate the service in their own areas. Officers from visiting authorities have commented that Kenilworth is one of the best examples of a One Stop Shop they had seen.
- 3.5.6 The staff are involved in continuous training for the services they deliver and new services being introduced which will include the new library management system, Vubis, in October 2007.
- 3.5.7 One Stop Shop in Whitnash – delivering Warwickshire County Council, Warwick District Council, Whitnash Town Council and Police services. The One Stop Shop is expected to be operational by October 2007.
- 3.5.8 One Stop Shop in Warwick, Shire Hall - A report on the Redevelopment of Shire Hall – The First Phase was reported to The Leaders Liaison Group on the 5th April 2007 where it was resolved to proceed with the courtyard infill adjacent Council Chamber to deliver the Shire Hall One Stop Shop. An initial project meeting has been held with representatives from Warwick District Council, Resources and Performance & Development Directorates, which has informed the generation of the project brief in May. The One Stop Shop is expected to be operational by May 2008.
- 3.5.9 Integrated Customer Service Centre with Warwick District Council Work has begun on the development of business cases which outline the potential costs and benefits of this scheme. The potential benefits of such integration are matched by the complexity in terms of the feasibility analysis and it is therefore anticipated that a full report and business case will be put to the Cabinet in September 2007.

- 3.5.10 One Stop Shop in Leamington Spa - Initial designs by Capita are being considered and partner feedback is being gathered. A feasibility study is being conducted and will be completed by late summer 2007.
- 3.5.11 One Stop Shop in Lillington – the Advantage West Midlands (AWM) funding bid has failed. We are now investigating the feasibility of a One Stop Shop in light of the reduced funding options.

## 4 Progress on the developments within the Customer Service Centre

- 4.1 Following the Cabinet's decision of 27<sup>th</sup> June 2006 when the Customer Service & Access Strategy was approved. Progress made in 2006/2007 is outlined below.:

<b>Service/Provision</b>
Kings House - Kings House is now open, the Customer Service Centre staff moved in February.
Highways Management - customer service centre development and integration of systems - generates approximately 37,000 calls per annum. <b>Progress to date:</b> The Highways Management Customer Service Centre has now transferred into the CSC. All operating principles (e.g. opening hours) are to be maintained AS-IS until re-engineering activity has been carried out.
Change of Address process - initially supporting limited services with a view to expanding to all areas <b>Progress to date:</b> This process is now live on the web for libraries, school meals, school transport and disabled parking badges. As new services are introduced into the centre that are name and address reliant they will be considered for inclusion in this process.
Skills for Life - National Pilot in conjunction with the DfES signposting and supporting learners into basic skills learning <b>Progress to date:</b> The process is now 'live'.
PC Bookings - booking of library based PCs <b>Progress to date:</b> This process has now been agreed with the library service and is presently being built within the CRM.
Registrations- answering frequently asked questions and booking of appointments <b>Progress to date:</b> Visits have been undertaken to consider approaches taken by other local authorities, whilst no best practices has been witnessed as a consequence it has been useful in determining our preferred approach to service delivery. An appropriate booking system has been identified and is presently being purchased. Frequently asked questions have been constructed on the web site and are now built in the CRM. Consideration is presently being given as to what model should be adopted for service delivery.

<p>Inclusion of the 19 remaining libraries</p> <p><b>Progress to date:</b> Initial discussions have taken place in this regard. The possibility of introducing a single number for such enquiries has been considered as the cost benefit case is presently an issue due to the need to pay for a second line in each of the remaining libraries. Given the need to introduce a numbering strategy for the County as a whole this is being considered as part of the work being undertaken by the Warwickshire Direct Partnership on Customer Access. A variety of numbering strategies have been investigated as part of this work and it is envisaged that a proposal will be ready for consideration within the next month.</p>
<p>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)</p> <p><b>Progress to date:</b> An initial trench of names and telephone numbers has been supplied and recorded (an actress is used to record all stored entries) in readiness for implementation. A meeting has been arranged with our suppliers to agree the technical implementation.</p>
<p>Education transport-frequently asked questions and advice on application</p> <p><b>Progress to date:</b> Presently undergoing re-engineering through the corporate project.</p>
<p>Free School Meals-frequently asked questions and advice on application</p> <p><b>Progress to date:</b> Presently undergoing re-engineering through the corporate project.</p>
<p>Customer satisfaction - technology to automate satisfaction-testing activity. Initially trialled in CSC with a view to roll out for other services</p> <p><b>Progress to date:</b> The technical upgrade has been undertaken. The scripts for the questions are presently being constructed</p>
<p>Integration of Street Lighting systems - to remove duplication of effort between front and back office.</p> <p><b>Progress to date:</b> Street Lighting integration is now completed and the back office now have the front office system on their desks in order to monitor their work load. In most instances now the call can be taken and a request submitted immediately to the contractor with no back office intervention. The self-serve element is now being tested and once live will integrate with the front office systems to support a totally holistic view of the activity. Once complete the service will be transacted by all Warwickshire Direct partners.</p>

<p>Introduce a performance management framework-IT work to pull together relevant statistical information across all access channels</p> <p><b>Progress to date:</b> Individual targets have been set with this in mind. Since the appointment of the Resource Coordinator we have commenced work in this area. Qmax has been introduced which is a workforce management tool with initial teething problems ironed out. The next piece of activity is to implement the additional reporting module of this technology and build appropriate reporting. The module has been purchased and some consultancy work is due to take place to assist with the report building. In addition specialist training is being arranged for the Resource Coordinator to allow reports to be tailored in house in the future.</p>
<p>Warwick District CSC merger</p> <p><b>Progress to date:</b> recommendations regarding customer access and potential roles within the future structure have been drafted and discussed. The project initiation document is currently being constructed. An initial meeting has been held between operational managers to start to consider aspects of the merger and items for inclusion in the PID. An initial meeting has been held (including representatives from both parties) to explore the IT and telephony requirements to support the project with individuals now looking into costs for inclusion in the costed business plan. Once the PID has been agreed each of the other project streams can be initiated and costs identified.</p>
<p>Domestic Violence Helpline</p> <p><b>Progress to Date:</b> The process has now been scoped and agreed in readiness for build. Costed proposals have been completed and signed off. The process build has commenced.</p>
<p><b>Business Cases are to be explored for the following services:</b></p> <p>Education frequently asked questions</p> <p>Anti Bullying-frequently asked questions</p> <p>HRMS systems support-frequently asked questions and signposting</p> <p>F+R Fire - Safety Helpline-frequently asked questions</p> <p>F+R Help on call -frequently asked questions</p> <p>F+R Home call -frequently asked questions</p> <p>F+R Industrial + commercial unit -frequently asked questions</p> <p>F+R Working with Young People- frequently asked questions</p> <p>Traffic -frequently asked questions</p> <p>Recruitment -frequently asked questions</p> <p>Services for the Deaf Team-frequently asked questions</p> <p>Complaints -frequently asked questions</p> <p>Member information - answering frequently asked questions regarding cabinet meetings and member details</p> <p>Emergency planning - implementing a Countywide approach to information management during periods of emergency</p> <p>Waste Management - all enquiries relating to waste and recycling issues</p>

## 5 Performance Targets

5.1 The Customer Service Centre has supported the following business since 2005:

Year	Switchboard enquiries	CSC enquiries	Disabled Parking Badges processed
2005	619635	166912	7808
2006	555827	183895	9627
2007 (to date)	165206	62482	3241

5.2 The Key Performance Indicators (KPIs) for the Customer Service Centre are:

- 5% or less abandoned call rate (i.e. 5% or less customers will hang up before speaking to a person)  
The percentage of calls abandoned is in excess of the target level of 5% as a consequence of the following:
  - A number of sickness related issues have been experienced however we are now seeing a marked reduction in the absence percentage for the Centre.
  - Resource levels are not at the level necessary to maintain service at present. A number of temporary recruits have been drafted into the Centre however due to the nature of this cover there are limitations as to the services that these individuals can undertake. A recent recruitment campaign has resulted in the appointment of five additional team members starting throughout May and June however there remains a shortfall requiring a further campaign, this is to be undertaken in June.
  - Training remains a pressure and this will be addressed as a Trainer has now been appointed.
- 90% of calls to be answered within 20 seconds, this target requires attention and all actions outlined above are likely to have a positive impact to improve performance.
- 80 % of calls are answered at first point of contact (POC) (i.e. 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)  
The point of contact resolution remains low due largely to library enquiries. The PC booking process is presently being built to support an improvement in this area.

5.2 Performance against these KPIs can be seen in Appendix 3.

5.3 The following processes are now offered through the identified channels. Clearly the integration of the two Customer Services Centres offers significant opportunity for increased service provision:

Services Offered	CSC	OSS
Checking books / multimedia in and out		√
Books on loan	√	
Book Search	√	Redirected to LED
Library renewals	√	√
Internet access in libraries-call transferred for booking process	√	√ would direct customer to simply log on to PC – other enquires to LED
Library opening times	√	√
Community information database	√	√
How do I join the library	√	√
Library Membership		√
Updating Cards – Patron Accounting		√
Library Fines		√
Other information about Libraries – call transferred only when necessary	√	√
Returning Not at Homes		√
Contact Assessments for adults- Social services assessment for adults, updating of referrals for adults, change of circumstance for adults.	√	Investigating at present
Disabled Parking Badges enquiry or application	√	Investigating at present – would download appropriate info for customer from web
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.	√	√-could potentially receive a face to face request
Abandoned Vehicle reporting	√	√ Introduced since last report
PHILLIS (low level care)	√ introduced since last report	Presently available in paper format, electronic format currently being developed
Police Customer Satisfaction Testing	√ introduced since last report	N/A
Kiosk telephone enquiries	√ introduced since last report	N/A
Mental Capacity Act	√ introduced since last report	N/A
Skills for Life	√ introduced since last report	N/A

Bus Timetables and information		√
Tourist Info and Local Info		√
Street Lighting	√ Electronic process gone live since last report	Will be rolled out to all One Stop Shop outlets and to all District and Borough contact centres once it has been assessed.
Residents Parking		√
Highways		√
Trading Standards		√
WCC General		√ Would download any appropriate info / forms form web
Benefits – Council Tax and Housing <ul style="list-style-type: none"> <li>• New claims, issuing forms and receiving completed forms</li> <li>• Checking claim form and verifying required proofs</li> <li>• Review forms</li> <li>• Change of circumstances</li> <li>• Claim progress</li> <li>• Pre – Tenancy Determinations</li> <li>• Use of IBS application on WDC line</li> </ul>		√ All
Council Tax and NNDR <ul style="list-style-type: none"> <li>• Payment method enquiries, ordering of Allpay cards, new channels, Direct Debit</li> <li>• Banding and Valuation Enquiries</li> <li>• Death Notifications</li> <li>• Discounts</li> <li>• Exemptions</li> <li>• Occupying and Vacating</li> <li>• Payment arrangements</li> <li>• General enquiries</li> <li>• Use of IBS application on WDC line</li> </ul>		√ All
Housing <ul style="list-style-type: none"> <li>• Payment method enquiries, ordering of Allpay cards, new channels, Direct Debit</li> <li>• Disabled adaptations</li> <li>• House Exchanges</li> <li>• Homelessness</li> <li>• Garage applications</li> <li>• Household insurance</li> <li>• Home Choice Info, what's available and how to bid</li> <li>• Key Fobs</li> <li>• Keys returned – House and Garage</li> <li>• Medical Assessment</li> <li>• New Housing Applications</li> <li>• Property Maintenance Enquires</li> <li>• Rent account Enquiries</li> <li>• Repairs</li> </ul>		√ All

<ul style="list-style-type: none"> <li>• Right to Buy</li> <li>• Services for the Elderly</li> <li>• Older Peoples Accommodation</li> <li>• Vacating a Notice to Quit a Property</li> <li>• Lifeline Enquiries</li> </ul>		
<p>Environmental Health</p> <ul style="list-style-type: none"> <li>• Blocked Drains</li> <li>• Dog Wardens</li> <li>• Dog Fouling</li> <li>• Food Safety Concerns</li> <li>• Pest Control</li> <li>• Pollution – noise, smoke etc</li> </ul>		√ All
<p>Waste Management</p> <ul style="list-style-type: none"> <li>• Refuse Collections, missed bins and info</li> <li>• Recycling Enquiries and Collection Info</li> <li>• Special Collections – info and arranging</li> <li>• Street Cleansing</li> <li>• Needles and Syringes</li> <li>• Graffiti</li> </ul>		√ All
<p>Assisted Travel Scheme</p> <ul style="list-style-type: none"> <li>• Bus Pass Information and Applications</li> <li>• Communitaxi Information and Applications</li> </ul>		√ All
<p>Leisure and Amenities</p> <ul style="list-style-type: none"> <li>• Car Parks, season ticket info, fees and charges, excess charge tickets</li> <li>• CCTV Cameras</li> <li>• Cemeteries and Crematorium Enquiries</li> <li>• Grass cutting</li> <li>• Parks and Open spaces</li> <li>• Public Toilet Enquiries and Cleaning</li> <li>• Pump Rooms and Art Gallery</li> <li>• Spa Centre Enquiries</li> <li>• Sports and Leisure Facilities</li> <li>• Tree Maintenance</li> <li>• Town Centre Management Enquiries and Local Events</li> </ul>		√ All
<p>Members Services</p> <ul style="list-style-type: none"> <li>• Who is my Local Councillor?</li> <li>• Councillor and MP's surgeries</li> <li>• Committee Information</li> <li>• Council Meetings; Agendas and Minutes</li> <li>• Election Enquiries</li> <li>• Electoral Registration</li> <li>• View Electoral Register</li> <li>• Voting info – Postal and Proxy</li> <li>• Licensing Enquires – Taxis, Hackney Carriage, Alcohol, Small Lotteries etc</li> </ul>		√ All
<p>Planning</p> <ul style="list-style-type: none"> <li>• Appeal Enquiries</li> <li>• Building Control</li> </ul>		√ All

<ul style="list-style-type: none"> <li>• Conservation Areas</li> <li>• General Enquiries and Leaflets</li> <li>• Make Views Known and Objections</li> <li>• Planning Application Forms</li> <li>• Street Name Signs</li> <li>• Site Visit Information</li> <li>• Tree Preservation Order Enquiries</li> <li>• View Planning Applications</li> </ul> <p>Use of Planning system – web based</p>		
<p>Kenilworth Town Council</p> <ul style="list-style-type: none"> <li>• Kenilworth Castle Pass Applications</li> <li>• Councillor Information</li> <li>• Committee Information, agendas and minutes</li> </ul>		√ All
<p>DWP</p> <ul style="list-style-type: none"> <li>• Range of booklets / leaflets</li> <li>• Advice on benefits available and how to apply</li> <li>• Pensions surgery – ceasing from 25<sup>th</sup> May, but will then arrange referrals for home visits via Northgate form</li> <li>•</li> </ul>		√ All
<p>Age Concern</p> <ul style="list-style-type: none"> <li>• Range of Leaflets</li> <li>• Advise customers how / who to contact</li> </ul>		√ All
<p>Police</p> <ul style="list-style-type: none"> <li>• Surgery Info</li> <li>• Community Beat Info</li> <li>• Assistance when station closed – will phone HQ for customers</li> </ul>		√ All
<p>CAB</p> <ul style="list-style-type: none"> <li>• Surgery from Sept 06</li> <li>• Currently signposting</li> </ul>		

## 6 Maintenance of adequate staffing levels and continuous training for staff

6.1. Previous changes to recruitment processes have resulted in an improvement in the calibre of individuals joining the CSC team. The challenge now is to speed up the process itself in support of the next intake of Advisors. A series of assessment centres/open days are to be tested in June in support of this. For team leaders and trainer posts we have worked with Reed Consulting to identify robust recruitment processes involving a series of different activities ranging from competency based interviewing with questions determined through personality questionnaires to group exercises. This approach has been successful with all positions now at offer stage.

## 7 Customer Satisfaction

7.1 Quality checking in the Customer Service Centre has continued to be maintained

to check both adherence to process and interactive skills of all employees. An overall quality level of 91% is presently being achieved.

## **8 Recommendations**

That members consider and comment on the progress during 2006/2007 in regards to the development of the One Stop Shops/Kiosks and the Customer Service Centre.

That members indicate any further information they require

That quarterly reporting continues

DAVID CARTER  
Strategic Director  
Performance and Development Directorat

**'Warwickshire Direct – North Warwickshire' One Stop Shop****Media coverage as at 17/5/2007**

<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
One Stop Shop set for Atherstone	January 2007	Inform (WCC publication)	Quarter page (equivalent)
Go on a diet - as you pay your council tax	18/01/2007	Coleshill Herald	Quarter page
Go on a diet - as you pay your council tax	18/01/2007	Atherstone Herald	Quarter page
Residents give seal of approval to plans	02/02/2007	Heartland Evening News	Quarter page
Bringing it all under one roof	08/02/2007	Nuneaton Evening Telegraph	Column (36x1)
Clearing way for the disabled	15/02/2007	Heartland Evening News	Half page
Warwickshire Direct - North Warwickshire (interview with Bob Trahern, NWBC)	16/02/2007	Bbc Coventry & Warwickshire	Quarter page
Direct action taken	22/02/2007	Municipal Journal	Nib (10x4)
One-stop shops could be the VIP pass to council services	28/02/2007	Faculty Review	Full page/Centre spread/Front page
One Stop Shop on the way for North Warwickshire	Spring 2007	Warwickshire View (WCC publication)	Quarter page
Council 'shop'	08/03/2007	Heartland Evening News	Quarter page
Council 'shop' date set	30/04/2007	Heartland Evening News	Nib (10x4)
New 'one stop shop' officially opened in Atherstone	09/05/2007	WCC Intranet site (front page news story)	Quarter page (equivalent)
New 'one stop shop' officially opened in Atherstone	09/05/2007	WCC website (front page news story)	Quarter page (equivalent)
Multi-services under one roof	10/05/2007	Heartland Evening News	Full page/Centre spread/Front page
Open for business	Summer 2007	Warwickshire View (WCC publication)	Nib (10x4)

**'Warwickshire Direct – Rugby' iPlus kiosks launch****Media coverage as at 17/5/2007**

<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
New kiosks on Rugby streets	Spring 2007	Warwickshire View (WCC publication)	Column (36x1)
Information kiosks launched	03/05/2007	Rugby Advertiser	Nib (10x4)
Rugby residents first to benefit from hi-tech kiosks	04/05/2007	WCC website (front page news story)	Quarter page (equivalent)
Rugby residents first to benefit from hi-tech kiosks (interview with Kushal Birla)	04/05/2007	Rugby FM	Quarter page (equivalent)
Rugby residents first to benefit from hi-tech kiosks (interview with Kushal Birla)	04/05/2007	BBC Coventry & Warwickshire	Quarter page (equivalent)
Rugby residents first to benefit from hi-tech kiosks	08/05/2007	Rugby Borough Council website (front page news story)	Quarter page (equivalent)
Town heads online with iPlus points	08/05/2007	Rugby Times	Quarter page
Town first to launch new interactive kiosks	10/05/2007	Rugby Observer	Quarter page
Point the way	11/05/2007	Why Magazine	Nib (10x4)
Town first to launch new interactive	16/05/2007	Warwickshire Gazette	Quarter page
Rugby kiosks are a hit	June 2007	Warwickshire View (WCC publication)	Quarter page

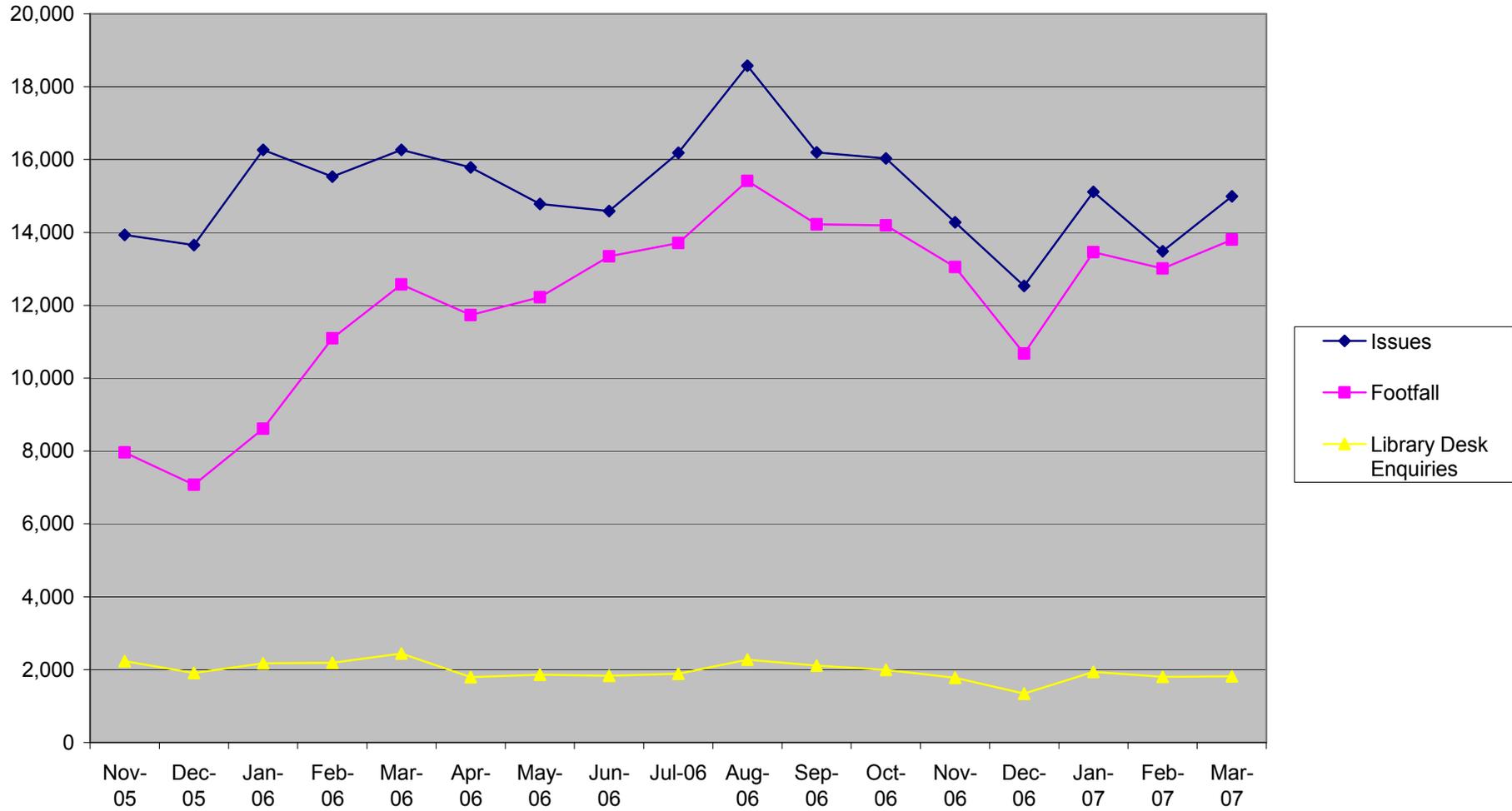
**'Warwickshire Direct – Bedworth', Kings House****Media coverage as at 17/05/2007**

<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
Shot in the arm for town	23/11/2006	Heartland Evening News	Quarter page
Warwickshire Direct – Bedworth (interview with Kushal Birla)	24/11/2006	BBC Radio Coventry and Warwickshire	Quarter page (equivalent)
Job hopes high at mini county HQ	27/11/2006	Heartland Evening News	Half page
MP throws out warm welcome to workers	30/11/2006	Heartland Evening News	Quarter page
County's mini centre 70 jobs to be created inside Kings House	04/12/2006	Heartland Evening News	Full page/Centre spread/Front page
Warwickshire Direct - Bedworth	Spring 2007	Warwickshire View (WCC publication)	Quarter page
Open day for Warwickshire Direct - Bedworth	March 2007	Inform (WCC publication)	Quarter page (equivalent)
Take a look at Bedworth 'Shire Hall'	26/03/2007	Heartland Evening News	Half page
Take our advice and visit 'Warwickshire Direct - Bedworth' (interview with Gill Brimley)	30/03/2007	Mercia Fm	Quarter page
Direct way to get advice	05/04/2007	Nuneaton Weekly Tribune	Half page
King's House is jewel in crown	24/04/2007	WCC Intranet site (front page news story)	Quarter page (equivalent)
King's House is jewel in crown	24/04/2007	WCC website (front page news story)	Quarter page (equivalent)
'One stop shop' checked out	30/04/2007	Heartland Evening News	Half page
New era starts for tallest building	03/05/2007	Nuneaton Telegraph	Half page

## Warwickshire Direct - Kenilworth Performance Statistics

	Council Enquiries	JOSS Library Enquiries	New Members	JOSS Enquiries Resolved at FPOC			Issues	Footfall	Library Desk Enquiries
Nov-05	674	772	143	96.20%		Nov-05	13,933	7,956	2,228
Dec-05	599	516	89	95.10%		Dec-05	13,656	7,074	1,906
Jan-06	645	567	144	93.95%		Jan-06	16,268	8,609	2,177
Feb-06	634	517	120	93.85%		Feb-06	15,534	11,096	2,190
Mar-06	1,051	357	132	90.88%		Mar-06	16,268	12,576	2,441
Apr-06	1,254	378	111	98.01%		Apr-06	15,783	11,733	1,796
May-06	1,476	465	107	98.24%		May-06	14,782	12,222	1,856
Jun-06	1,155	360	111	98.61%		Jun-06	14,583	13,345	1,827
Jul-06	1,002	406	106	96.71%		Jul-06	16,187	13,707	1,887
Aug-06	994	469	158	97.79%		Aug-06	18,578	15,415	2,269
Sep-06	869	486	147	96.38%		Sep-06	16,200	14,220	2,110
Oct-06	1,028	426	137	97.08%		Oct-06	16,028	14,197	1,994
Nov-06	1,042	370	97	97.22%		Nov-06	14,277	13,050	1,773
Dec-06	532	295	58	96.80%		Dec-06	12,535	10,674	1,337
Jan-07	763	442	104	96.85%		Jan-07	15,110	13,455	1,933
Feb-07	854	523	91	95.78%		Feb-07	13,485	13,007	1,799
Mar-07	734	474	98	96.66%		Mar-07	14,993	13,801	1,815
<b>Total</b>	<b>15,306</b>	<b>7,823</b>	<b>1,953</b>				<b>258,200</b>	<b>206,137</b>	<b>33,338</b>

Wawickshire Direct - Kenilworth Stats from Nov 05 - Mar 07



	Targets	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Calls Offered 2005		13055	11961	15980	16322	16207	15946	14739	14824	15510	15842	15081	12132
Calls Answered 2005		11739	11348	14244	14074	14524	14889	14459	14162	15125	15439	14941	11958
Calls Abandoned 2005		1316	613	1736	2248	1683	1057	280	662	385	403	140	174
Switchboard Calls Offered 2005		58190	55432	60231	58317	56702	54427	55911	44772	59117	52527	52265	38601
Switchboard Calls Answered 2005		55328	48451	57219	55984	55000	52794	54236	43624	57387	51166	50877	37569
Switchboard Calls Abandoned 2005		2862	6981	3012	2333	1702	1633	1675	1148	1730	1361	1388	1032
Calls Offered 2006		14679	13201	15098	13315	15015	18159	17296	18212	17797	18593	16746	12948
Calls Answered 2006		14543	13167	15057	12994	14712	17072	16285	17259	16927	17320	16233	12308
Calls Abandoned 2006		136	34	41	321	303	1087	1011	953	870	1273	513	640
Switchboard Calls Offered 2006		52101	39461	56642	41354	71620	45729	48685	40445	52398	46344	48878	36166
Switchboard Calls Answered 2006		50739	38583	55083	40035	69491	43496	46066	38263	49126	42555	47189	35201
Switchboard Calls Abandoned 2006		1362	878	1559	1319	2129	2233	2619	2182	3272	3789	1689	965
Calls Offered 2007		19116	16212	17803	15497								
Calls Answered 2007		17194	14809	16407	14072								
Calls Abandoned 2007		1922	1403	1396	1425	0	0	0	0	0	0	0	0
Switchboard Calls Offered 2007		42351	39694	47524	35637								
Switchboard Calls Answered 2007		40781	37586	45428	34465								
Switchboard Calls Abandoned 2007		1570	2108	2096	1172	0	0	0	0	0	0	0	0
% Abandoned 2005	<5%	10.08%	5.12%	10.86%	13.77%	10.38%	6.63%	1.90%	4.47%	2.48%	2.54%	0.93%	1.43%
% Calls Answered in 20 seconds 2005	>90%	74.70%	82.90%	72.80%	66.30%	70.20%	71.60%	84.80%	77.00%	84.20%	85.30%	91.50%	93.20%
% of calls Resolved at Point of Contact 2005	>80%	64.85%	64.10%	67.54%	66.16%	71.65%	71.05%	70.35%	70.07%	70.55%	71.55%	71.97%	75.14%
Switchboard % Abandoned 2005	<5%	4.92%	12.59%	5.00%	4.00%	3.00%	3.00%	3.00%	2.56%	2.93%	2.59%	2.66%	2.67%
% Abandoned 2006	<5%	0.93%	0.26%	0.27%	2.41%	2.02%	5.99%	5.85%	5.20%	4.90%	6.80%	3.10%	4.90%
% Calls Answered in 20 seconds 2006	>90%	96.00%	97.50%	96.50%	92.80%	89.30%	77.50%	73.30%	75.00%	76.00%	70.00%	83.00%	77.60%
% of calls Resolved at Point of Contact 2006	>80%	70.42%	67.44%	66.28%	68.99%	70.20%	73.98%	73.20%	71.31%	72.00%	71.08%	69.22%	71.86%
Switchboard % Abandoned 2006	<5%	2.61%	2.22%	2.75%	3.19%	2.97%	4.88%	5.38%	5.39%	6.24%	8.18%	3.46%	2.67%
% Abandoned 2007	<5%	10.10%	8.70%	7.80%	9.20%								
% Calls Answered in 20 seconds 2007	>90%	57.50%	63.20%	66.50%	59.60%								
% of calls Resolved at Point of Contact 2007	>80%	72.78%	72.23%	70.81%	72.49%								
Switchboard % Abandoned 2007	<5%	3.71%	5.31%	4.41%	3.28%								

