

REPORT TITLE: Introduction to T-Enabling Programme
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1. Purpose of Report

The purpose of this paper is to introduce the T-Enabling programme to the Improvement Board. The T-Enabling programme will be sending regular updates to the Improvement Board.

2. T-Enabling Background

In September 07 the T-Enabling Programme was set up with a remit to “to enable transformation by delivering into the Council the capability to transform the way customers are engaged and services delivered” (taken from the programme brief).

It was recognised, that although the Council had a number of projects underway that could help deliver the T-Enabling remit, they were largely working in isolation to each other. If allowed to continue in isolation it was unlikely they would work towards a single, joined up vision of what the future looks like. As a result, opportunities to offer an integrated, joined up service that benefits the customer would be lost.

In October 07 Corporate Team defined the ‘Vision’ that T-Enabling was to deliver by 2012. The vision and high level processes for delivering it are shown in the following sections.

3. Vision

To support the transformation of West Cumbria by delivering a new strategic information management capability; providing the intelligence to change the way we communicate with our diverse range of citizens, involving them in the decision making process and driving out inefficiencies.

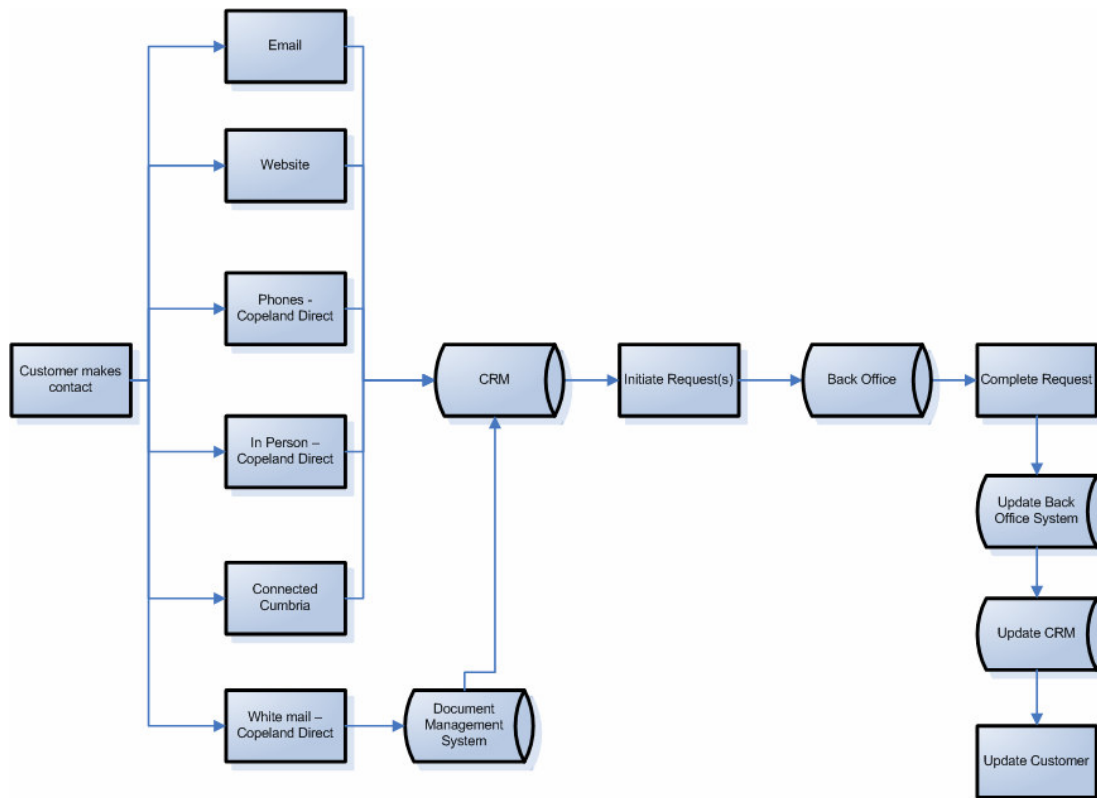
- A single view of customers is available through integrating information and user profiles giving a better understanding of the community and their expectations so that informed, effective decisions can be made and resources allocated appropriately
- The public increasingly participates in the shape and design of services through engagement and consultation. Evaluating changes through satisfaction surveys and using information from complaints, comments and feedback to inform improvements.
- Information is made increasingly accessible to the public through electronic devices, including Council performance against clearly defined service standards and outcomes.
- Customers experience simple and efficient access to information on services with seamless handovers across channels
- There is an increase in the proportion of customers using the most efficient service delivery channel

To facilitate the development of:

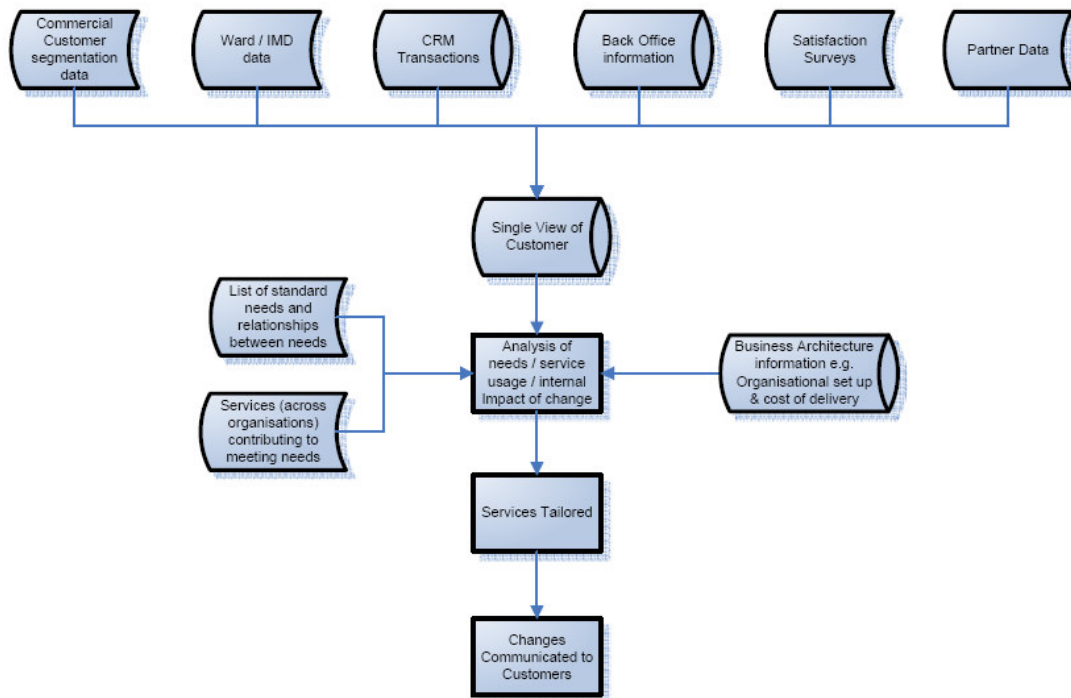
- Increased choice of services commissioned, tailored around the needs of the individual including joined up working (Public, Private and Voluntary sectors) across West Cumbria.
- Services offered to the public operating effectively and efficiently, increasingly delivering good value for money and reducing waste in service delivery activity giving a better Corporate understanding of what it actually costs to deliver a service
- Remote working increasing access to the Council and improved Social Inclusion of vulnerable groups.
- The shared services agenda driving out inefficiency and providing VFM
- E procurement of goods and services

4. High Level Processes (blueprint)

Customer Request Process Flow



Tailoring Services around Customer Needs



5. Programme Update

Blueprint (describes how the council will operate in order to deliver the T-Enabling vision)

- The first draft of the blueprint will be going to the T-Enabling Board in August. The blueprint is on target for completion end of October.

CRM (system to record customer requests, their progress and closure)

- First step in delivering the vision was the need for a flexible CRM system. A new CRM went live in Copeland Direct in March 08. Abandoned calls have significantly dropped.
- Phase 2 is being scoped and will improve the telecoms.

Website

- A web strategy has been drafted. This included some recommendations following a SOCITM review of our website (SOCITM carry out the Better Connected survey).
- SOCITM made various recommendations which included the appointment of a Project Manager and a web team. We are in the process of identifying capital budget for the Project and Web Manager.
- SOCITM saw no reason to move away from our existing Immediacy, but there is now a need for a decision to be made about what sort of website we want and what we can resource.

NI14 (requires us to report on 'avoidable contact' with customers)

- We are working with CGI (CRM suppliers) to adapt the system so that all contact through Copeland Direct can be reported against this national indicator, with a target date of 1 October. An authority wide solution will take longer and will require back office access to the system to record activity.