

## SERVICE REVIEW 2008 – 09

### CUSTOMER SERVICES

#### COPELAND DIRECT

#### **Corporate Plan Delivery**

1.1.1	Corporate Team	Develop a series of 1 year delivery plans. Monitor and review progress and take action as appropriate.	Be recognised as a credible organisation that delivers on its commitments.	Annually
1.1.4	Policy and Performance	Further develop and deliver an improvement action plan; invite the Audit Commission to undertake a re-assessment.	Improved the Council's CPA assessment.	2009
1.2.1	Corporate Team	Create and maintain a medium term Corporate Plan which sets out the vision, priorities and objectives for the Council.	The Council vision, priorities, objectives and achievements will be communicated widely.	March 2008
1.2.2	Corporate Team	Survey staff satisfaction and awareness of the Council's direction; develop and implement improvement plans.	Improvement in staff satisfaction and awareness of Council priorities at each survey.	March 2008 & March 2011
1.3.3	Customer Services, L&ES	Review the use of local facilities to ensure that they meet the needs of the community in a sustainable way.	Deliver new services and/or existing services into the community in a new way.	2008
2.3.4	Corporate	Take a lead in setting an example to other employers: <ul style="list-style-type: none"><li>• Encourage take up of learning opportunities amongst Copeland Borough Council staff</li><li>• Provide opportunities for staff progression to take up hard to fill vacancies</li><li>• Continue apprentice schemes</li><li>• Develop new trainee schemes.</li></ul>	Staff retention More effective use of human resources Providing leadership to other employers	2007  2008  Ongoing 2008
2.4.3	All services	Implement project plan and actions against Equality and Diversity standard.	Copeland Borough Council will achieve Level 3 of the Equality and Diversity Standard. Departments will consider equality and diversity issues within all of their activities.	2009
2.5.1	Customer Services	Survey customer satisfaction and stakeholder perception at agreed frequency	Baselined customer satisfaction and stakeholder perception understood.	Annually
2.5.2	Corporate	Implement an action plan arising from customer survey results	Customer satisfaction/BV survey results in District Council top quartile.	2009

## No. of staff & roles

### Copeland Direct

17 staff (1 vacancy as of September 2007)

12 FTE (approx)

Staff at Whitehaven, Cleator Moor, Egremont & Millom

1 Manager

1 Supervisor

1 CRO

14 Customer Service Officers

Deal with all customer contact;

Face to Face,

Telephone

Email

Voicemail

Background Info to Department day to day operation;

- Aim/purpose is to provide accurate information and process service requests on behalf of the customers efficiently and quickly as possible.
- Service is mandatory for the customers to have access to services. Important that the ability to access these services remains local.
- Expected outcome should be that the customer receives the information/service they require quickly and efficiently.
- Service has improved massively over the last 12 months concentrating primarily on the abandoned call rate figures and level of customer service provided.
- The service we provide is totally dependant on the 'back office' actual service provider.
- We can only be as successful as the department that delivers the service.
- If this does not happen to the required or expected standard the service that Copeland Direct provide will be viewed as poor as the delivery.
- For this reason Copeland Direct are dependant on **ALL** other departments.
- There are 2 main departments that are heavily dependant (more so than any other) on Copeland Direct and vice versa, these are Waste Management and Revenues & Benefits.

## **Annual Budget (see appendix 1)**

At present;

£313,767 employees

62,985 supplies & services

### Essential Expenditure

#### Growth Item 1 (Efficiencies)

##### Replacement CRM **(07/08)**

- The project to research and purchase a new CRM system is now underway.
- The purpose of this is to replace the existing BTCC system which is no longer fit for purpose and is very restrictive in terms of allowing the Council to progress with improving Customer Service.
- There are many lessons to be learned from the way we went about purchasing the current system and this will allow us to ensure any new system meets our requirements, remembering the aim is to improve the customer experience and ensure services are delivered as quickly and efficiently as possible.

Although there will be an initial upfront cost for any replacement CRM system it is expected that there will be no ongoing or quarterly costs. The Programme Manager for ICT projects is currently liaising with the new CRM provider with a view to establishing a quotation based on our requirements.

Any development of the new system can be managed mainly internally (free of charge) or any development work we may need to 'buy in' is much more affordable than the present costs with BTCC. These details will be clarified within the quotation requested.

Subject to further contract negotiations and quotation, it is expected that the new system can be implemented before March 2008.

#### Growth Item 2 (Service Growth)

- Commitments Survey's = £1500 (6 monthly) = £3000p/a

#### Unavoidable Price Increases for 2008/09

- Increase in cost of Securitas Contract (£1p/h) = £2000 p/a (based on expected proposal)

## **Savings Potential 08/09**

**Copeland Direct have only 2 budget areas which are Employees and Supplies & Services, therefore limiting the areas we can potentially make savings.**

### **CRM**

- At present we pay £4,255 per quarter for maintenance of our existing CRM system.
- Therefore £17,020 per annum.

Currently £30,829 carried forward to 07/08 from 06/07 recurring Mainframe Software budget.

However the new CRM currently being considered should be purchased utilising this carry forward amount, (30,829) and any under spend in this years budget (13k). 43k total.

It is expected that we will need BTCC for an initial period of 08/09 therefore costing approximately £7500 and creating a saving of £23,300 (cashable gain) out of the mainframe software budget.

In addition to these direct savings, the CRM may produce non cashable savings in other areas as it is designed to make services easier to access and process, therefore it should be expected that transaction times are reduced which will improve the efficiency of the department. In line with the Corporate and Service Plan this will be critical if additional services are to be introduced to the Copeland Direct.

Also this may reduce the need to create additional posts in the department as these services are introduced.

### **Income Levels**

Potential to review charging mechanism for County Council services already delivered. Eg street lighting.

In addition we could also look at the options available for introducing additional services currently provided by County.