

Integrated Customer Management

Operations Committee

Committee: OPERATIONS COMMITTEE
Date: 29 JUNE 2006
Title: INTEGRATED CUSTOMER MANAGEMENT
PROGRESS REPORT
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Agenda Item

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Item for note

Summary

This report provides details of the progress of the Integrated Customer Management (ICM) project. It focuses on developments on key aspects of the project.

Recommendations

Members comment on and note the progress of the project.

Background Papers

ICM project file.

Impact

Communication/Consultation	Please refer to paragraph 1f of this report
Community Safety	There are no specific community safety implications contained in this report
Equalities	There are no specific equalities implications contained in this report
Finance	All progress is within budget
Human Rights	There are no specific human rights implications contained in this report
Legal implications	There are no specific legal implications contained in this report
Ward-specific impacts	All
Workforce/Workplace	None

Situation

1. ICM progress on key areas is as follows: -

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a. Organisational re-engineering programme

Chris Vaughan, Northgate Information Solutions Programme Director for the council's organisational re-engineering programme, will attend the meeting to give a progress report on phase I of the programme.

b. New Telephone System

Please see separate report elsewhere on this agenda.

c. Customer Relationship Management (CRM) System

Northgate, the CRM supplier, have built and supplied two new servers. Electoral registration details have been data loaded onto the new servers. The CRM integration with the Ocella system (environmental services, development services, building control and land charges) is currently being tested. The integration with revenues and benefits is still to be completed. The CRM system will initially be deployed in the Saffron Walden office reception and CICs in July 2006.

d. New Ways To Pay

The plastic payment card provider has been selected. Ten council tenants and ten council tax payers will trial the payment card. This will ensure that payments made at the Post Office are received electronically by the council without problem. The card will be issued to all cash paying customers on 4 August 2006.

Customers will soon be able to pay for council services using the automated telephone payment facility.

e. Premises

Listed building consent planning application has been submitted to Go East. This has been considered by English Heritage, who advise Go East on listed building applications. The Property Services Manager met with English Heritage on 18 May 2006 to discuss the application. Approval is still awaited and expected.

The building work for the new customer service centre is due to start on 1 August 2006, with a target completion date of 6 November 2006. The enhancements to Dunmow CIC will start on 9 September 2006 and will be finished by 6 October 2006.

f. Communication, consultation and community/user involvement

The Executive Manager (Customer Services) made a presentation to Housing

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Services sheltered unit wardens at their meeting on 7 June 2006 to talk through ICM in general and discuss 'new ways to pay'.

Posters will be displayed explaining that people can pay at Post Offices and an article will be put in local papers advertising the new ways that customers can pay. A leaflet will also be produced.

Regular articles on ICM have appeared in Uttlesford Life and a monthly update is given to all staff through the staff magazine 'Utterings'. ICM also features as an agenda at team meetings.

g. Human resources

The HR JMT sub group is meeting on 21 June 2006 to discuss and agree the job descriptions for customer service staff. A generic job description for back office administrative support staff is also being developed.

Each phase of the organisational re-engineering programme will identify those enquiries that will be dealt with in the customer service centre and the level of staffing resources required from each service. It is proposed that the job descriptions are career graded.

A development centre is planned to assist with the selection process and training needs for the customer service centre and back office staff.

A training provider will shortly be engaged to deliver a comprehensive customer service training programme for front line staff.

h. Risk

The JMT Risk Group meets regularly to re-evaluate the risks, append the revised register and draw attention to the most recent amendments.

Targets

2. The council needs to move towards a system of Integrated Customer Management (ICM). This means that customers dealing with the council should have a common experience and level of service regardless of which service they are seeking or which access channel they choose to use. Achieving this requires the development of common processes, systems and standards across the whole organisation.
3. ICM will mean integrated access, integrated services and integrated service delivery.
4. Customer service standards are detailed in the council's customer service strategy.

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Options

5. This report recommends that members comment and note on progress of the project.

Pay-Offs/Penalties

6. As previously reported at the last meeting of this committee, it is envisaged that the customer will have one single point of (real or virtual) contact for access to all services. This is likely to be through as many access channels as possible including telephone, letter, e-mail, internet and face-to-face. Notwithstanding the growth of the web, for the foreseeable future phone access will be the major contact medium. Along with face-to-face contact, this is also vital to ensure social inclusion for those who are unable or unwilling to make use of new means of communication.
7. Dealing with the majority of customer enquiries through a customer service centre would enable specialist officers within the council to focus on more complex work.