

Committee: IT Working Group
Date: 14 October 2009
Title: Customer Service Centre Telephony
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Agenda Item

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Item for
Decision

Summary

1. This report is to advise Members of continued developments to improve the user experience when telephoning the Council.

Recommendations

2. That the IT Working Group recommends to Finance and Administration that the solution outlined in Appendix One is implemented as soon as possible at no additional annual cost to the council.

Background Papers

None

Impact

| | |
|----------------------------|---|
| Communication/Consultation | None |
| Community Safety | None |
| Equalities | None. |
| Finance | No additional cost. |
| Human Rights | None |
| Legal implications | None |
| Sustainability | None |
| Ward-specific impacts | None |
| Workforce/Workplace | The new system will be easier to use and will offer a better service to the public. |

Situation

3. Attached as Appendix One is a recommended revision to the current Customer Service Centre (CSC) telephony.

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Customer Service Centre Telephony

4. In October 2008 this Working Party received a verbal update from the Head of Customer Support and Revenue Services, which outlined the possibility of introducing some form of automation of the telephony process. Whilst Members had reservations about the use of this technology they recognized the need to change the existing way of working to improve the customer experience. Members requested only a small number of options and only a maximum of two levels.
5. A number of other changes have been introduced during the intervening period. However, the way in which the telephone system operates remains an issue. Given this the matter of automation has been revisited and designed to fit Members concerns raised in 2008.
6. The proposed solution only has three automated options and is based on one level only. The three options are based around current and envisaged ways of working. Option one, being Revenues and Benefits, would be routed straight to the partnership if and when that commences. Option two, Housing Repairs, operate out of Newport Depot and again would be routed directly to that location rather than at present being answered by CSC staff who then transfer people to a queue which if busy just rings.
7. A big advantage of this solution is in respect of Housing Repairs in that a RAD solution is included. This is where whilst in the queue customers receive comfort messages reassuring them that we are working to get to their calls as quickly as possible.
8. In addition to the need to improve the customer experience, as part of the proposed Revenues and Benefits Partnership it is necessary for the CSC to review the way in which it operates and to achieve a significant amount in efficiency savings as a result of the anticipated loss of almost all Revenues and Benefits telephone calls. This solution enables the CSC to achieve its savings target whilst delivering an improved service.

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Appendix One

