

# Item 4

## REPORT TO STRATEGIC LEADERSHIP OVERVIEW AND SCRUTINY COMMITTEE

9<sup>TH</sup> OCTOBER 2007

### REPORT OF CHIEF EXECUTIVE

#### CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM (CRM) UPDATE

##### 1. Summary

1.1 This report follows the report to the Overview and Scrutiny Committee 1 on the 29<sup>th</sup> August 2006 and updates the progress of the roll out of the CRM system across the Authority.

##### 2. Recommendation

2.1 That Overview and Scrutiny Committee notes the progress on the roll out of the CRM system and continues to monitor the progress in meeting the Council's Customer Service Modernisation Programme.

##### 3. Approach

3.1 In the report of the 29<sup>th</sup> August 2006 Members will be aware that the CRM system was still in the testing phase and was not as yet being used in a live environment.

3.2 The system went live on 5<sup>th</sup> October 2006 with 3 service requests namely white goods, TV/monitors and special collections.

3.3 As was mentioned in the previous report one of the main challenges was staff availability to take the project forward both locally and at the CDEGP programme office.

3.4 With the restructure of the Human Resources Section it was agreed that the lead for the CRM should be transferred to Customer Services along with the funding for a post of CRM administrator. The thinking behind this decision was that the system would be driven by the users and would speed up the rollout programme across the Council.

3.5 The CRM administrator was appointed with effect from 16/04/07 and is continuing the work programme set out in the report of the 29<sup>th</sup> August 2006. This being: -

- Street Scene
- Anti Social Behaviour
- Licensing
- Democratic Services

A large proportion of the workload involves working closely with the back offices and the Partnership Office to ensure that the system improves service delivery both for the customer and staff.

#### **4. Current rollout position**

4.1. As at 21<sup>st</sup> September 2007 the Council has had 3 major rollouts of service requests and there are now 66 service requests on the system which has concluded the Street Scene service rollout along with Freedom of Information.

4.2 Work is on-going with the Council's anti-social behaviour team and the partnership office looking at a rollout of the CRM system across their service by the end of January 2008.

4.3 Once this area of work is concluded a review will be carried out as to which services to pick up next to create the most benefit for the customer and the Council. There will also be implications to the workload from Local Government reorganisation but as yet it is too early to identify how this may impact.

4.4 The number of service requests being processed through the CRM has increased steadily since going live in October 2006.

Oct 06	Nov 06	Dec 06	JAN 07	Feb 07	Mar 07	Apr 07	May 07	Jun 07	Jul 07	Aug 07
2337	2191	1957	2338	1968	2207	2432	4846	2917	6342	4512

#### **5. Efficiency savings**

5.1 By utilising the facilities within the CRM system it has helped the Council achieve cashable efficiency savings and it would not be unrealistic to expect more as the system is rolled out further.

5.2 The use of the CRM for the special collections service has led to the identification of £8,000 efficiency savings within the Customer Service team. This has been possible by using the National land and property gazetteer (NLPG) to link the CRM with back office information management tools.

## **6 Improvements in the Service to the Customer**

6.1 The other major area of improvement is that it has streamlined the process for informing customers of collection dates and therefore reduced the possibility of giving wrong information.

6.2 The development of a capacity schedule has also meant that bin deliveries are more structured and staff are able to inform customers more accurately as to when a replacement or new bin will be delivered.

6.3 The development of the Sedgefield Information Service (SIS) alongside the CRM has improved the information available to the customer and staff about where someone lives.

## **7 Future Enhancements**

7.1 The Council is currently piloting the issuing of Waste permits through the CRM for the County Council which greatly improves the service to our customers.

7.2 As all 8 Authorities in the partnership are now using the system various enhancements are being developed across the County. This is allowing Sedgefield Council to review these and where appropriate utilise these for the benefit of our customer and staff.

## **8 Financial Considerations**

8.1 None associated with this report

## **9 Consultation**

9.1 This report has been developed through consultation with the CDEGP programme office

## **10 Other material considerations**

### **10.1 Links to corporate Objectives**

10.1.1 The CRM is about improving the service to the customer through electronic means and as such it is key to the Council's stated ambition to make it's services accessible.

### **10.2 Risk management**

10.2.1 The CRM is now a business critical system for the Authority and has a fully developed disaster recovery system in place to address any system failures.

### **10.3 Health and Safety**

10.3.1 There are no additional health and Safety implications.

### **10.4 Legal and Constitutional**

10.4.1 No additional Legal and Constitutional issues have been identified

### **10.5 Equality and Diversity**

10.5.1 Equality and Diversity considerations are an inherent part of the CRM. Electronic delivery of services is a key contributing factor to the Council's corporate priority to ensure fair access to services regardless of religion, sex, race, gender etc as set out in the Corporate Plan and Corporate Equality Plan.

## **11 OVERVIEW AND SCRUTINY IMPLICATIONS**

11.1 A further progress report for the period September 2007- March 2008 will be submitted to Strategic Leadership Overview And Scrutiny Committee in March 2008

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### **Background Papers:**

Customer Services Modernisation Programme (2005)  
Report to Overview and Scrutiny Committee 1 29<sup>th</sup> August 2006