**REPORT TO STRATEGIC LEADERSHIP
OVERVIEW AND SCRUTINY COMMITTEE**

7TH OCTOBER 2008

REPORT OF THE CHIEF EXECUTIVE

<u>**TITLE OF REPORT**</u>

CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM (CRM) UPDATE

1.   Summary

1.1 This report follows the report to the Overview and Scrutiny Committee 1 on the 29th August 2006 and the reports to Strategic Leadership Overview and Scrutiny on the 11th October 2007 and 25th March 2008. It 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 being made on the roll out of the CRM system in meeting the Council's customer service modernisation programme.

3.   Approach

3.1 From the report of the 25th March 2008 Members will be aware that the CRM system had been rolled out across street scene services, freedom of information and Customer Services. There were 67 requests on the system.

3.2 Work was 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 on 1st April 2008

3.3 The CRM software was upgraded to go live on the 25th March

3.4 The refuse vehicles were to be fitted with the Bartec system to allow customer services much faster information when dealing with customer enquiries.

4   Current position

4.1 The amount of service requests on a monthly basis are as follows

Mar08	Apr 08	May 08	Jun 08	Jul 08	Aug 08
7,454	9,659	10,577	12,032	10,683	12,198

4.2 Members will notice a steady increase in the number of requests being raised on the system as the new services come on-line. There are now 74 service requests on the system.

4.3 The upgrade of the system was carried out with minimal disruption to the service

4.4 The Council's Anti-Social behaviour team went live ion the system as programmed on the 1st April 2008.

4.5 The Bartec system is being used on all refuse vehicles and allows the customer service staff much quicker information from the refuse crews to inform service delivery.

4.6 The system is now being used for business trade waste service requests.

5   Future Development

5.1 All major development work on the CRM has been halted due to LGR although some small adaptations are continuing.

5.2 The corporate complaints service requests have been developed and we are awaiting further enhancements to allow for notification and escalation to service areas.

5.3 Work is currently being carried out with regards to the Integration of the environmental health system (Flair) with the CRM.
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6   Financial Considerations

6.1 None associated with this report

7   Consultation

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

8   Other material considerations

8.1 Links to corporate Objectives

8.1.1The 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.

8.2Risk management

8.2.1The 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.

8.3 Health and Safety

8.3.1There are no additional health and Safety implications.

8.4 Legal and Constitutional

8.4.1   No additional Legal and Constitutional issues have been identified

8.5   Equality and Diversity

8.5.1   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.

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Background Papers:
Customer Services Modernisation Programme (2005)
Report to Overview and Scrutiny Committee 1 29th August 2006
Report to Strategic Leadership OSC Oct 11th 2007, March 25th 2008

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