

Appendix 3

OVERVIEW AND SCRUTINY CUSTOMER FIRST TASK AND FINISH GROUP REVIEW

Review of recommendations considered by CIOSC 17th October 2014

Review Recommendation	Progress Report of Action taken to implement recommendation	Responsibility	Timescale
<p>i. That Cabinet consider as part of the implementation of the refreshed Customer First Strategy, that Customer services training be provided across all Council services as part of the Corporate Training programme, such training to be prioritised to cover all customer facing service provision and also to be offered to all Councillors.</p>	<p>A customer first course is available as part of the corporate training programme.</p>	<p>Organisational Development Team</p>	<p>Complete</p>
	<p>Additional training that has been delivered as part of the Customer First Programme includes training for the new complaint process as part of the complaints project and also writing for the website as part of the web project.</p>	<p>Complaints Review Team</p>	<p>Complete</p>
	<p>The Durham Managers programme has a session dedicated to customer service; this is delivered by Terry Collins and Alan Patrickson</p>	<p>Organisational Development Team</p>	<p>Complete</p>
	<p>The Customer First Strategy is included as part of the new members induction.</p>	<p>Member Services</p>	<p>April 2016</p>
	<p>An e-learning package of compulsory training is currently being developed for roll out to all staff and members in line with the Organisational Development Strategy.</p>	<p>Customer Focus Board</p>	

<p>ii. That the Cabinet monitor the implementation and benefits of the new CRM system currently being procured in supporting the delivery of the Customer First Strategy.</p>	<p>As part of the CRM project a benefits strategy has been developed and approved by the Customer First Board to monitor the achievement of benefits throughout the project.</p> <p>Financial and benefit updates will be included as part of quarterly outturn reports and as part of the annual update on the Customer First Strategy to be provided to Cabinet.</p>	<p>CRM Team</p> <p>CRM Team</p>	<p>Complete</p> <p>Dec 2015</p>
<p>iii. That Cabinet seeks to ensure that the provision of broadband/digital service connectivity in respect of new residential, business and commercial developments is expected.</p>	<p>The Durham digital programme is slightly ahead of schedule.</p> <p>There are over 75,000 properties now with access to faster broadband connections (min 24MB) with a 20% take up.</p> <p>Planning legislation currently doesn't allow for the inclusion of broadband/digital connectivity.</p> <p>Contract 2 will extend the scheme to a further 28,000 properties.</p>	<p>Digital Durham</p>	<p>December 2018</p>
<p>iv. That the Cabinet ensures that a focused and structured plan for the delivery of the customer first strategy is in place</p>	<p>A detailed programme has been developed for the delivery of Customer First. This is centred on the delivery of the new CRM and the associated service review process, with staged</p>	<p>Customer Focus Board</p>	

<p>which provides clarity on how those business critical projects identified within this report will be delivered including proposed timelines and delivery milestones.</p>	<p>implementation date of April 2016 and September 2016.</p> <p>The delivery of the Customer First Strategy forms the core function of the Customer Focus Board. An annual report will be presented to Cabinet, providing an update on delivery of the programme against plan and highlighting performance improvements arising from implementation of the Strategy.</p>	<p>Customer Focus Board</p>	<p>July 2016 and annually every subsequent July</p>
<p>v. That the Cabinet supports the rationalisation of the Council's telephone numbers that are promoted and advertised to a small series of golden numbers that are easily recognised and accessible by customers.</p>	<p>In April 2014 the Council reduced the number of publicised numbers by 90 across the organisation.</p> <p>Further work has taken place to introduce ACD technology into key areas of the business, this has helped to improve call handling and reduce missed call rates.</p> <p>A new process has been implemented to manage requests for the publication of new telephone numbers on the web.</p> <p>Further work has been ongoing to communicate the key golden numbers across the organisation.</p> <p>A series of process reviews have been</p>	<p>Customer Focus</p>	<p>Sep 16</p>

		established. These reviews will consider further the rationalisation of numbers on an individual service basis.	Board	
vi.	That the Cabinet recognises the need for Customer Access Point provision to be supported by the emerging “Information Durham” service provision that is suitably branded, easily identifiable and delivered through as wide a network of facilities and locations as possible, including partner organisations, community facilities and third sector organisations with robust support from the Council’s ICT service.	<p>Through the Information Durham Project a number of key facilities have been identified and a consistent branding and approach is being rolled out across the organisation.</p> <p>Further work will provide:</p> <ul style="list-style-type: none"> • A consistent identification of information available at all Council buildings. • Increased self-serve opportunities where possible. • On demand printing of information by Council staff to provide greater access. • A set of “key” information leaflets across all venues • Reduced leaflets <p>Ongoing work with key partners and other organisations to increase visibility of DCC information, examples include through GP surgeries, housing providers and the launch of the new Locate service.</p>	<p>Customer Focus Board</p> <p>Customer Focus Board</p>	Oct 15
vii.	That the Cabinet supports the ongoing development work on the Council’s website and that all	The Council website went live in October with improved content and navigation.	Corporate Communications Team	Complete

	<p>services commit to provide enhanced service information which will reduce avoidable contact and promote online transactions as part of a structured plan to promote online transactions as part of a structured plan to promote channel shift.</p>	<p>The garden waste service which is the Council's first fully transactional automated service went live in September 2014.</p> <p>The business process reviews and the implementation of a new CRM system will promote further on-line transactions</p>	<p>CRM Team</p>	<p>Complete</p>
viii.	<p>That the Cabinet supports the work of Customer services and the Corporate news team to review social media as a customer services channel and to pilot ideas on how this could work.</p>	<p>The pilot was successful in terms of Customer Service Staff dealing with initial enquiries through social media sites.</p> <p>A joint approach is now in place enabling service requests to be handled by the customer services team and comments/reputational issues to be considered by the corporate media team</p> <p>Further work is now underway between Customer Services and the media team to use the website and social media for key alerts in relation to customer contact</p> <p>A new system to conduct sentiment monitoring and analysis of our social media channels is included in the wider CRM enterprise architecture and will be procured in the future</p>	<p>Customer Services/Corporate Media Team</p> <p>CRM Team</p>	<p>Dec 2018</p>

<p>ix. That the Cabinet supports the ongoing project work to develop service standards and associated performance management arrangements across all services and, upon completion of this work, all stakeholders including the public, council staff and Councillors will be engaged upon the proposed service standards.</p>	<p>A customer promise has been approved by Cabinet</p> <p>Proposed customer contact service standards are being considered by the Customer Focus Board in October for organisation wide adoption.</p> <p>A consistent, accurate and appropriate reporting mechanism is established for developing contact channels</p>	<p>Customer Focus Board</p> <p>Customer Focus Board</p>	<p>November 2015</p> <p>December 2015</p>
<p>x. That the Council support the development of mystery shopping for use as part of service standard performance management arrangements and that any such proposal include the input/involvement of Councillors.</p>	<p>The regional customer services benchmarking group is developing an approach to mystery shopping for future consideration by Members.</p>		<p>April 2016</p>