

To: POLICY AND RESOURCES (FINANCE & CUSTOMER SERVICES) SUB-COMMITTEE		Subject: CUSTOMER SERVICES MID-YEAR UPDATE 2014/15
From: HEAD OF E-GOVERNMENT & SERVICE DEVELOPMENT		
Date: 29 October 2014	Ref: IMcK/PT	

## 1. Purpose of the Report

1.1 The purpose of this report is to update Committee on:

- The work currently underway to deliver the objectives of the Customer Services Strategy for 2013 to 2018; and
- The ongoing development of key supporting and cross-cutting local and national initiatives.

## 2. Background

2.1 Our customers should always get the very best service possible when they do business with us. This means making sure that we understand our customers and their needs; continually seek to improve the way that we deliver services; encourage our customers to contact us in ways that best suit them; make sure that our employees have the knowledge and skills they need to help our customers and that we are able to put things right if they go wrong.

2.2 To reach this outcome, the Customer Services team are implementing a planned programme of work aligned with the Customer Services Strategy and governed by the Customer Service Development Working Group (CSDWG).

## 3. Customer Services Strategy 2013 - 2018

3.1 The focus of the strategy is ensuring a greater use of the web and other self service approaches while at the same time seeking to streamline our existing customer dependency on the telephone and on face to face contact. Work is underway in the following areas:

### On-line Service Provision

3.2 The council's main website has been significantly redesigned to focus on the tasks that are most important to our customers – the top tasks. In addition, the site has been optimised to work on a variety of tablets, smart phones and mobile devices.

3.3 Work has started with the Scottish Government On-Line Services Division to ensure that the look, feel and operation of our web site is aligned with the on-going development of the national portal [www.mygov.scot](http://www.mygov.scot). The current focus is on the creation of national standards and guidelines to support public sector organisations as they introduce digital services.

- 3.4 The national myaccount (life event notifications service) is now providing live life event information on our customers such as births, deaths and address changes. NLC is the first council in Scotland to be able to successfully process these notifications. Work has now started with Social Work Services to provide them with information from this corporate service. Thereafter other services will be identified and then connected. This work will ensure that all back office data bases holding customer information are kept up-to-date and current and therefore fully compliant with Data Protection legislation.

#### Customer Contact Centre

- 3.5 The new Automatic Call Distribution (ACD) System went live in October. This new system provides a number of new facilities such as multi-media capability (e.g. the use of eMail, text messaging, web chat) providing our customers with the ability to utilise these additional contact channels in a more integrated and streamlined way and chat with customers on our web pages. Work is underway to identify high volume telephony services that would benefit from these new facilities.
- 3.6 The contact centre is continuing to work with the Housing Repairs service to identify why their reported instances of emergency repairs appear to be excessively high. To determine a way forward, a draft specification for an external review of the customer contact centre/housing repairs processes is being developed.

#### First Stop Shops & Municipal Banks

- 3.7 Work is ongoing to improve our network of first stop shops. The key highlights are:
- **Motherwell:** The new Motherwell FSS located in the Dalziel Building officially opened on the 28th May.
  - **Cumbernauld:** The new Cumbernauld FSS will be officially opened on Wednesday 19<sup>th</sup> November.
  - **Airdrie:** Planning is underway to open a new Airdrie FSS in Coates house in April 2015.
  - **Wishaw:** Work has already started on the new Wishaw FSS as part of a new 'Hub' facility being developed in collaboration with the NHS. It is scheduled to open in August 2015.
  - **Moodiesburn, Viewpark & Kilsyth:** Property upgrade work is planned for March 2015 to provide a general refresh and brighter look within these customer facing areas.
- 3.8 Consideration is being given to the introduction of cash kiosks. The current plan is to pilot one kiosk in the Coatbridge FSS and another in the Airdrie library. In terms of timescale, the Coatbridge kiosk is anticipated by March 2015, with Airdrie to follow in May. It is anticipated that the use of kiosks will help reduce queues, reduce staff input, reduce overall transaction costs and improve customer satisfaction.

#### Festive Closure

- 3.9 It had been the intention to adopt a 'business as usual' approach across our network of FSSs between Christmas and New Year, however this plan has had to be scaled back and only Motherwell and Coatbridge will now be open. This decision has been taken because support for opening could not be guaranteed from either co-located services or FSS front line staff.

### 4. Key Supporting Initiatives

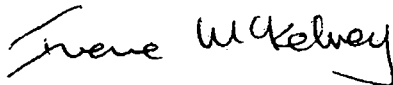
- 4.1 **Myaccount (on-line):** The Scottish Government has introduced a federated user account that allows customers to access on-line services at both a national and at a local level. Introducing a federated account, means that customers can use the same user name and password when dealing with different local authorities or other public

sector organisation. Work is now beginning on a log-in area on our website where customers will be able to access on-line services using their myaccount username and password.

- 4.2 **Customer experience information:** With the introduction of a number of new and improved technologies (e.g. Customer Relationship Management, Queue management, Automatic Call Distribution, myaccount etc) it is now possible to create more detailed customer experience information. We will begin reporting on this information from 1<sup>st</sup> April 2015 as part of these Customer Service updates.

5. **Recommendations**

- 5.1 It is recommended that the committee notes the progress being made.

A handwritten signature in black ink that reads "Irene McKelvey". The signature is written in a cursive style with a large initial 'I' and 'M'.

**Head of E-Government & Service Development**

*Members seeking further information on the contents of this report are asked to contact Irene McKelvey, on tel. 01698 302532 or Peter Tolland on 01698 274385*