NORTH LANARKSHIRE COUNCIL

REPORT

To:	POLICY AND RESOURCES (FINANCE & CUSTOMER SERVICES) SUB-COMMITTEE	Subject: CUSTOMER SERVICES REPORT APRIL 15 – SEPT 15
From:	HEAD OF E-GOVERNMENT & SERVICE DEVELOPMENT	
Date: 16 NOVEMBER 2015	Ref: IMcK/PT	

1. **Purpose of the Report**

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

   - The approach to measuring Customer satisfaction;
   - The grade of service experienced by our customers;
   - Progress on the Master Citizen Record (MCR)
   - Myaccount uptake; and
   - The Customer Portal.

2. **Background**

   2.1   As part of a review of governance, the remit of the Customer Services Development Working Group (CSDWG) was revised to ensure a greater focus on customer service provision. Customer Service Liaison meetings were created to ensure full engagement with all Services in the delivery of the customer services strategy and customer satisfaction measurement was introduced through the national Customer Satisfaction Measurement Toolkit (CSMT). This report summarises the information being collected.

3. **Customer Satisfaction**

   3.1   The Councils Customer Care Standard sets out the Council's Customer Care Charter together with the minimum acceptable levels of customer care that services should provide. This is known as the grade of service. So for example, whenever possible,

   - Telephones should be answered within 20 seconds (or 8 rings); and

   - Customers visiting us should be seen within 10 minutes.

   The grade of service, doesn't however measure how satisfied a customer is with the provision of a service. For this, the Council uses the national Customer Satisfaction Measurement Toolkit (CSMT).

   3.2   The adoption by the council of the Customer Satisfaction Measurement Toolkit (CSMT) means that at a corporate level our customers are being asked the same five questions whenever possible. This allows the council to determine if they were satisfied with:

   - the time taken to respond to their enquiry;

   - the quality of the information they received;

   - how staff did their job;

   - the overall service they received; and

   - That we did what we said we would.

3.3 The Customer Satisfaction Measurement Toolkit will be implemented in every service area and the rollout is currently underway. A large number of areas are already operational and this information is being collected in detail on a quarterly basis and reporting is carried out through PerformNL. Once sufficient data has been captured, details will be provided in this report going forward.

3.4 This method of collecting customer satisfaction information is new, therefore a target of 85% has been created as an initial starting point for all services. However, moving forward, this target will be raised or lowered for each service to reflect the nature of the services being delivered and the challenges being addressed by that service.
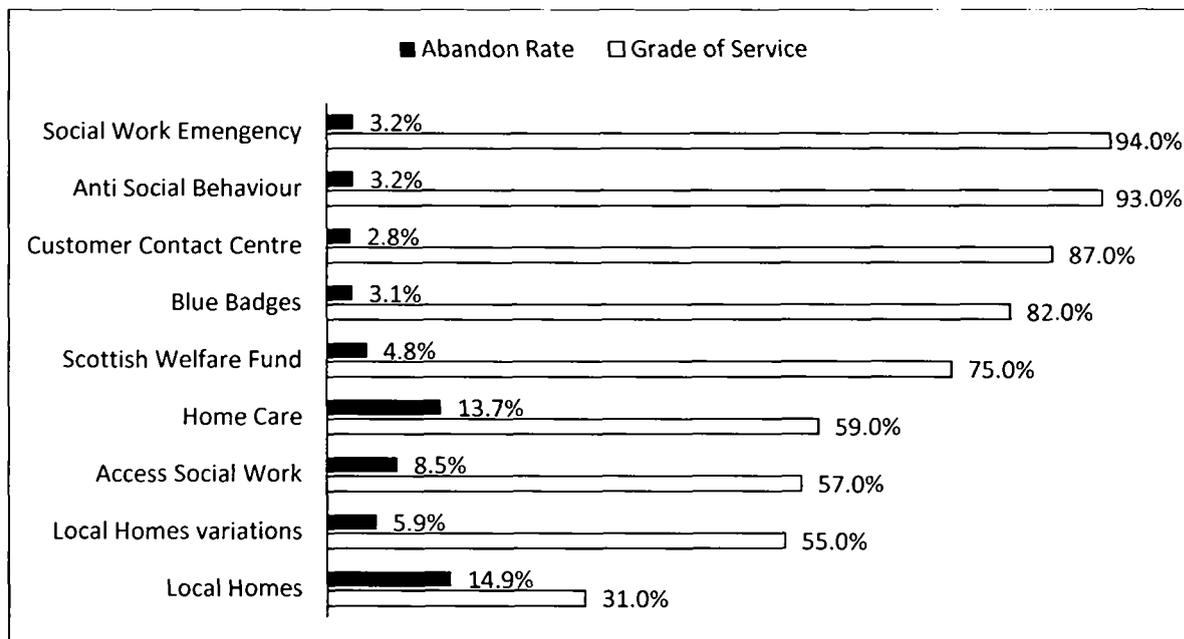
4. Grade of service

4.1 A number of systems are currently being put in place to help the council understand the grade of service being experienced by our customers, These systems include:

- The **Automatic Call Distribution (ACD)** telephone system. This is used by the Contact Centre, Local Homes, Merrystone, Town Centre Activities and the Scottish Welfare Fund team to monitor how long customers wait to get through on the phone or how many customers abandon their calls without getting through to us. It also provides call recording so that the quality of calls can be assessed. This system provides information on 20% of the customer telephone calls dealt with by the council

- The **TIGER** system. This system monitors the use of all desk phones and mobile phones that don't use the ACD. This system provides more basic information than the ACD, however this still includes waiting times, abandoned calls etc. The system also has a fraud module to monitor phone use which will become operational in the last quarter of 2015/16. This system provides information on the remaining 80% of the customer telephone calls dealt with by the council

- The **Qmatic** system. This system provides queuing and waiting times for customers using our network of FSSs.

4.2 Telephone Services delivered through the ACD system:

The following table shows the incoming calls during the 6 month period April 2015 through to September 2015.

Service	Total Incoming Calls	Incoming Calls Answered	Incoming Calls Abandoned	Abandon Rate	Grade of Service % of calls answered within 20 seconds
Social Work Emergency	4,740	4,594	146	3.20%	94.00%
Anti Social Behaviour	3,170	3,071	99	3.20%	93.00%
Customer Contact Centre	300,862	292,805	8,057	2.80%	87.00%
Blue Badge	6,714	6,512	202	3.10%	82.00%
Scottish Welfare Fund	22,725	21,687	1,038	4.80%	75.00%
Homecare	29,789	26,198	3,591	13.70%	59.00%
Access Social Work	5,208	4,802	406	8.50%	57.00%
Local Homes Variation	13,576	12,817	759	5.90%	55.00%
Local Homes	76,019	66,174	9,845	14.90%	31.00%

The chart below shows the grade of service experienced by our telephone customers in terms of the percentage of calls answered within 20 seconds. It also shows the impact this has had on the percentage of calls abandoned by our customers.

■ Abandon Rate   ☐ Grade of Service

Service	Abandon Rate	Grade of Service
Social Work Emengency	3.2%	94.0%
Anti Social Behaviour	3.2%	93.0%
Customer Contact Centre	2.8%	87.0%
Blue Badges	3.1%	82.0%
Scottish Welfare Fund	4.8%	75.0%
Home Care	13.7%	59.0%
Access Social Work	8.5%	57.0%
Local Homes variations	5.9%	55.0%
Local Homes	14.9%	31.0%

Note 1: The contact centre delivers a range of Council Services including Housing Repairs, Environmental services, general enquiries, bookings, payments etc

Note 2: Local Homes is the number for customers to check progress on existing Housing Repairs and the variations line is for tradesmen to raise queries against repairs.

So for example, at the top of the chart, the Social Work Emergency service handled a total of 4,740 calls, answering 94% of these calls within 20 seconds, resulting in 146 customers abandoning their call.

In the middle of the table, the Customer Contact Centre handled 300,862 calls, answering 87% of these calls within 20 seconds, resulting in 8,057 customers abandoning their call.

At the bottom of the table, Local homes handled 76,019 calls, answering 31% of these calls within 20 seconds, resulting in 9,845 customers abandoning their call.
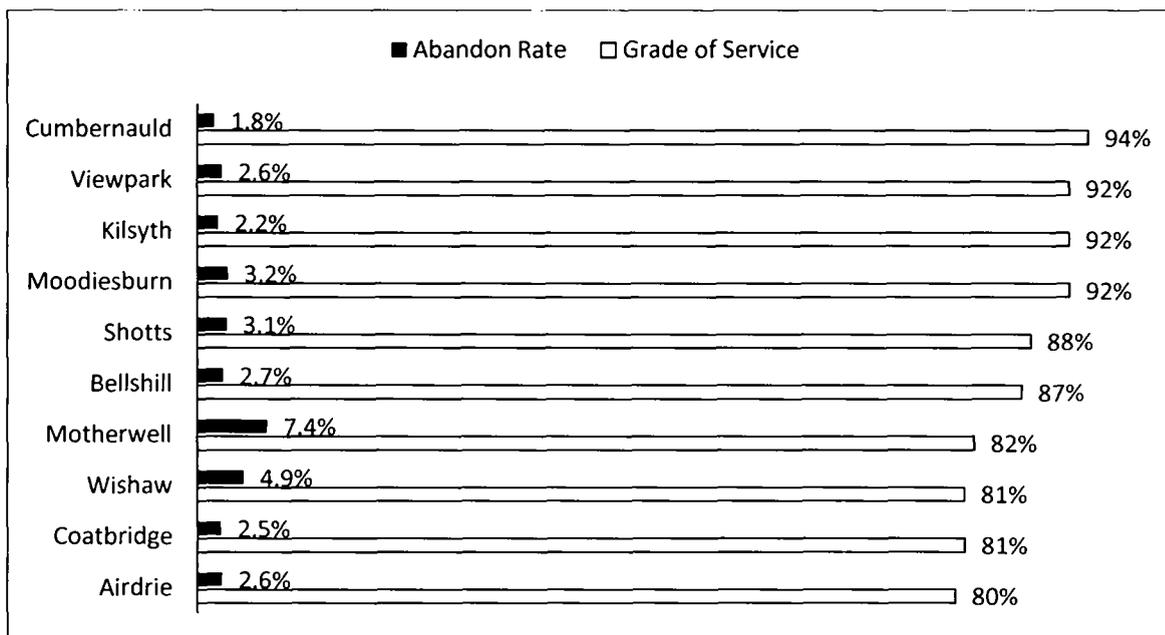
4.3 Telephone Services delivered by the Tiger system

The tiger system is currently being upgraded. This will improve the quality of the information held within the system and improve its reporting functionality as it will now report on desk telephones and mobile telephones. As this information becomes available it will be reported as part of this regular committee update to provide information on the level of service being provided to our customers.

4.4 The Qmatic system

The only face to face services currently managed through the Qmatic system are the ten First Stop Shops. All other face to face reception areas operate alternative management information systems to record customer waiting times as required.

The following table shows the grade of service experienced by our face to face customers at our First Stop Shops in terms of customers waiting less than 10 minutes to be seen.

Location	Abandon Rate	Grade of Service
Cumbernauld	1.8%	94%
Viewpark	2.6%	92%
Kilsyth	2.2%	92%
Moodiesburn	3.2%	92%
Shotts	3.1%	88%
Bellshill	2.7%	87%
Motherwell	7.4%	82%
Wishaw	4.9%	81%
Coatbridge	2.5%	81%
Airdrie	2.6%	80%

In this six month period, at the top of the table, the Cumbernauld First Stop Shop handled a total of 11,522 visits, serving 94% of customers within 10 minutes, resulting in 210 customers leaving without being seen.

At the bottom of the table, Airdrie First Stop Shop handled a total of 15,099 visits, serving 80% of customers within 10 minutes, resulting in 398 customers leaving without being seen.

5. Master Citizen Record

5.1 The Master Citizen Record became operational in October 2014 and is used on a daily basis to handle data queries. This record holds basic information about our customers and it ensures that the customer information held by the council is accurate and up to date, as is required to fully comply with the Data Protection Act (DPA) 1998.

5.2 To ensure accuracy, the master citizen record is directly linked to updates provided by the National Records of Scotland (NRS), which provides, on average, 2,500 updates per month. In total there have been 34,521 updates since the system went live. These updates include changes of address, changes of name, death notifications, corrections to date of birth etc.

5.3 To ensure that customer information remains current, each back office system needs to be linked to the Master Citizen Record to ensure that these updates are implemented. There are approximately 60 back office systems which will require to be linked and the order in which this will be carried out is currently being prioritised.

5.4 To date, links to the Social Work system, Customer Complaints system and the Education system have been completed; with the Council Tax, Scottish Welfare Fund and Blue Badge systems planned to be complete by March 2016.

5.5 There are currently 173,674 master citizen records. As each back office system is linked the number of master citizen records will grow and the overall accuracy of customer records held within the council's back office systems will improve.

5.6 The Department of Work and Pension's Tell Us Once system is now operational at North Lanarkshire Council. This system provides the council with death and bereavement information. These updates will also be managed via the master citizen record.

6. Myaccount

6.1 The Scottish Government has introduced "myaccount" as a national account (username and password) that allows customers to sign-in to access on-line services at both a national and at a local level. It works as a single sign-on meaning that customers can use the same user name and password when dealing with different local authorities or other public sector organisations. This national service went live in April 2014.

6.2 As of the 12th October 2015, 784 NLC residents have now created an on-line myaccount to enable them to access on-line digital services provided by NLC. The number of on-line myaccount's is growing steadily at approx 10 accounts per week.

7. Customer Portal

7.1 When it is operational, the Customer Portal will be the place where customers with on-line myaccounts will sign-in to access on-line digital services (e.g. finding their Council Tax Balance, arranging a special uplift, etc).

7.2 The customer portal will be supported by myaccount and the master citizen record to ensure that customers experience a personalised service when they use the customer portal. Customers will see only their own information, and only the information that they wish to see. So, for example, if a customer wishes to know when their bin is uplifted, they would decide to have that information displayed when they sign-in.

7.3 Through the Customer Services Liaison meetings, discussions are currently underway with Services to prioritise services for inclusion in the customer portal. Services for inclusion are being identified under one of three streams:

- **Web Enabled Systems:**

  These are back office systems that have the capability to present information to our customers through a website. For example, the Civica system that is used to provide Council Tax services

- **Simple Services:**

  These are services where the business process is already simplified to allow it to become an on-line service. For example, reporting a pot hole or street light fault

- **Complex Services:**

  These are services where the current business process is more complex. These will require simplification before they can be presented to our customers as on-line processes. For example, school placement requests.

7.4 Suggested digital services are detailed under each of the three headings in the table below.

Service	Proposed On-line Services		
	Web enabled system	**Simple Services**	**Complex Services**
Housing & Social Work Services	Housing repairs using Atrium Care Services using ADL Smartcare	Discussion underway	Discussion underway
Finance & Customer services	Council Tax using Civica	Direct Debit helpline, Non-domestic rates	Private Benefits, Housing Benefit
Regeneration & Environmental Services	Discussion underway	Skips and scaffolding, report it type services, register a food business	Special uplifts
Corporate Services	Not required	Purchase duplicate Birth, Death & Marriage Certificates	FOI enquiry
Chief Executive Service	Not required	Discussion underway	Discussion underway

8. Customer channel usage and channel shift

8.1 For informational services the most popular channel remains the website and for transactional services the most popular channels remain face to face and telephone.

8.2 It is expected that the introduction of the customer portal will trigger an increased shift towards on-line transactional service provision. The information presented in this report gives us a baseline against which we can measure this 'shift' going forward.

9. New First Stop Shop in Wishaw

9.1 The Houldsworth Centre, Kenilworth Avenue, Wishaw was built by the council in collaboration with NHS Lanarkshire and is the new location for Wishaw library, First Stop Shop, Housing Office and a cafe. The Centre also houses GP and dental practices and a range of other health services.

9.2 The Centre offers a much improved environment for our customers, including more interview rooms to allow customers to discuss issues privately, as well as more efficient use of space, with the First Stop Shop and Library co-locating in one area. In addition, all occupants of the building share meeting and interview rooms.

9.3 This project is the latest in a series of upgrades to our First Stop Shop network with Motherwell and Cumbernauld already completed and Airdrie planned for completion in 2016.

10. Recommendations

10.1 It is recommended that the committee:-
   - Notes the progress made to date

Irene McKelvey

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 520449 or Peter Tolland, Customer Services Manager on 01698 274385.