

Liz Reeves

Head of Customer Services.

Back ground:

Work started in 2005 setting up a central customer service team, the objective was to improve efficiency by reducing administration and providing one easy and accessible contact for customers. Reports were provided to Members on the outcomes of this project annually.

Customer Service is now an established service providing:

- Front line enquiry service open 9.00 to 5.00 /4.30(Friday) for face to face contacts for all services.
- A call centre open 8.30 to 5.00/4.30 (Fridays and covered by DCC until 8.00pm and Saturday mornings) providing a combination of switchboard and service contact for a range of services.
- A central Admin team covering post opening, scanning and a range of other general administrative support task.
- Communications, website and digital contacts.
- Revenues collection.

The teams are generic and cover for one and other to maximise our ability to respond to demand. This is an essential part of the design of the service as customer contact is increasing and customers now use a variety of methods to contact us, and at times that suit their own life style. As well as the traditional contact method, of face to face, phone and letter, customers now email, text, go on line and use social media.

Staffing levels have decreased across the Council, so we need to build services that can respond to customer demand and this must include digital and self- service options. Developing digital services will enable mobile working and allow scope to consider shared and partnership working.

The Customer Service project and now the Digital Transformation project have included business analysis and transformation of how we transact with customers from the point of contact to delivery of the service.

These two corporate projects have contributed to our ability to maintain services as our budgets have reduced.

A summary of the savings made from the Customer Service project is provided in table 1.

It is difficult to quantify savings as the project has grown as there are so many changing factors to our business. For example in the past 10 years the Council has introduced a new waste collection

scheme, introduced Local Welfare Assistance, made changes to the Electoral services, on street parking and Housing services etc.

Details of savings in postage costs can be seen in table 2.

Reduction in printing costs can be seen in table 3.

The project work is now focused on digital transformation, to help the Council work more effectively and provide customers with new digital channels for completing transactions with us. I have provided the Digital Transformation strategy and Cabinet report from January of this year, which contain details of why we are making this investment in change.

A quarterly highlight report is provided to Management Team who are the project board for this high profile project.

I will be happy to answer questions.

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Table 1 Customer Services Project report 2011

Summary of savings to date:

Annual Savings	2005/6 £	2006/7 £	2007/8 £	2008/9 £	2009/10 £	2010/11	Totals £
BPR	23,760	23,760	23,760	23,760	23,760	23,760	142,560
BPR		15,150	15,150	15,150	15,150	15,150	75,750
BPR			6,150	6,150	6,150	6,150	24,600
Staff saving			40,140	40,140	40,140	40,140	160,560
BPR*				34,230	34,230	34,230	102,690
BPR & staff					10,535	6,745	17,280
Staff saving**						16,857	16,857
BPR						987	987
Total	£23,760	£38,910	£85,200	£119,430	£129,965	£144,019	541,284

*includes estimate of cost of providing extended opening hours through DCC

Table 2 Savings on postage:

Franked		cleanmail	
Franked Mail 2013/14	£29,960	Clean Mail 2013/2014	£123,963
Franked Mail 2014/15	£20,459	Clean Mail 2014/2015	£113,383
Saving	£9,501	Saving	10,580

Further savings will be by investigating alternatives to postage and where post is the best media using outsourced solutions to maximise discounts.

Table 3 Savings to printing costs

year	saving
2004	£20,000 move to Phoenix house centralised printing
2005	£16,000 further savings maximising use of shared printers in Phoenix house

Further savings will need to be from use of digital solutions, reducing the need for paper copies/files.