

Customer Relations Service Overview

Corporate Performance and Resources Scrutiny Committee

26 April 2023

Service Review Objectives

- Operations and Performance
- Digital Customer
- Future Priorities



Operations and Performance

- Customer Relations exists to make sure that all citizens have a great experience of accessing services
- Developing access channels to meet needs and expectations of citizens
- Service improvement
- Collaborative working – internal and external

Operations and Performance

Contact Handling

Contact OneVale contact centre.	Adult Social Care – Information Advice and Assistance	Telecare Monitoring
Out of Hours Emergency Service	Civic Offices Reception	Dock Office Reception
Corporate Complaints	Public Services Ombudsman for Wales case management	Armed Forces Liaison service

Administration / Fulfilment

- Telecare application processing
- Blue Car Badge processing
- Concessionary Travel Pass processing
- Cheque processing
- Corporate Complaints – advice, monitoring and reporting
- Public Services Ombudsman for Wales case management
- Systems Administration

Contact OneVale

Contact OneVale established 2007 – focus on contact centre to improve citizen experience of accessing services by telephone

Ease of access

Single number 01446 700111 (Reduced from 100+ numbers for individual services)

Multi-skilled call handlers – resolve a range of issues on single call

Resolve – Transfer – Escalate

Convenience

Expanding hours of business - Mon to Fri 0800 – 1700

Telecare 24/7

Emergency Out Of Hours Mon to Fri 1700 – 0800, Sat & Sun 24/7

Consistency

Performance Management

Resource planning – matching resources to demand

Contact Channels

To reflect changes in residents needs and preferences contact channels have been expanded to include:

Email

Post

In person

Mobile app

Online self-service

- **British Sign Language & Language Translation** services are available via WITS
- **Telephone access for hearing and speech impaired** residents is supported through use of RNID Relay UK service
- **All services are available in Welsh and English.** However, difficulty in recruitment and retention of bilingual staff is an increasing operational risk.

Operational Efficiency

Work Force Management

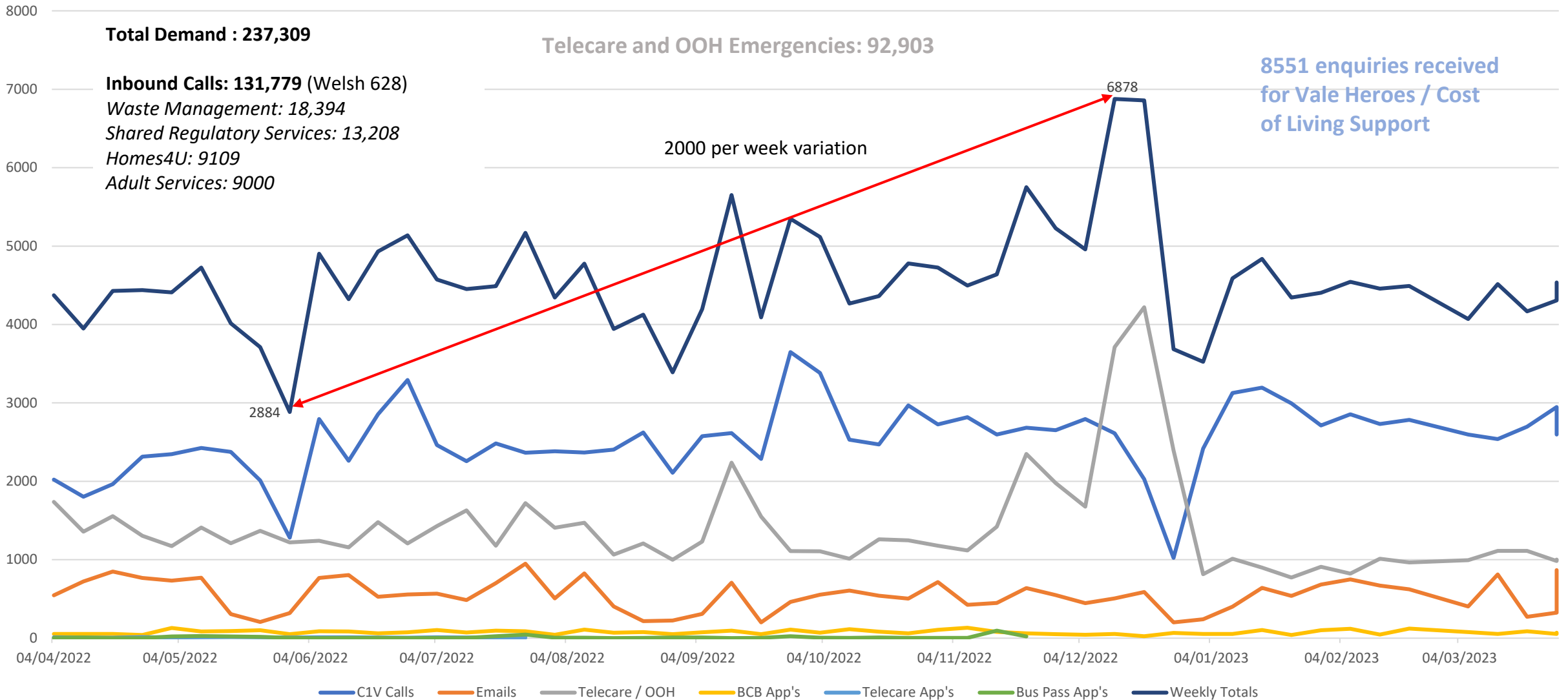
- Matching available resources against anticipated demand to deliver required Average Speed of Answer and Quality
- Demand is composed of number of enquiries and handling time
- Matching resources against daily, weekly, monthly and seasonal demand patterns

Shrinkage – elements that reduce available resource

- Leave – holidays, sickness etc,
- Training
- Performance management
- Administration

Challenge – Recruitment and retention, especially bi-lingual staff

Demand by Channel – C1V 2022/23



Average Speed of Answer 2022/23



Our Resources

Role	FTE	Duties
Total FTE	38.85	
Customer Service Representative (CSR)	23.75	C1V Call Handling, Cheque processing, Tell Us Once processing, Post
Civic Reception	2	Reception services, eMails, Hybrid Mail
Telecare	4	Telecare monitoring, OOH Emergencies, Telecare, BCB & Concessionary Travel Pass processing
Well Being Officer (WBO)	4	Provision of advice and signposting to Adult Social customers. Including completion of proportionate assessments and Section 126 safeguarding.
Team Leader	2.6	Performance management and support for CSRs & WBO - Ratio 1:13. Liaison with client services and project work.
Resource and Information Analyst	0.5	Forecasting demand and scheduling resources. Statistical reporting.
Systems Administrator	1	Providing support for TRIM, Time Ware and complaints management
Armed Forces Liaison Officer	1	Working with Armed Forces organisations and council services to support veterans, serving personnel and armed forces families.

DIGITAL CITIZEN

Using digital technology and User Centred Design to improve services for all residents – irrespective of how they choose to contact the Council.

A history of using technology to improve services

- Customer Relations has been at the forefront of developing digital services:
 - Contact Centre – Connecting Wales
 - Registrars – Births, Deaths and Marriages
 - Bulky Collection Booking
 - Beach Hut Booking
 - Content Manager
- Improving access for residents, making work better for colleagues and helping manage costs

GovService – Transformational Opportunity

- Oracle CRM out of service support
- Opportunity to review our requirements and procure a “fit for purpose” solution
- Not just a system upgrade - deliver services based on the needs of our customers through data driven service design
- Improve staff experience

The Solution

Granicus-Firmstep govService

- **SERVICE DESIGNER** – online forms and intelligent workflow
- **CUSTOMER PORTAL** – Transactional self-service portal for customers
- **STAFF PORTAL** – internal workflow and self-service portal for staff
- **CUSTOMER SERVICE HUB** – Integrated contact management solution (CRM)
- **RESOURCE BOOKING**



Capita Pay360 Integration – online and mediated payments



Capita Connect Portal – Council tax and Benefits enquiries



Telephony / email integration – “screen pop” customer details



GIS Integration – mapping and reporting



LLPG Integration – Post Code address look-up



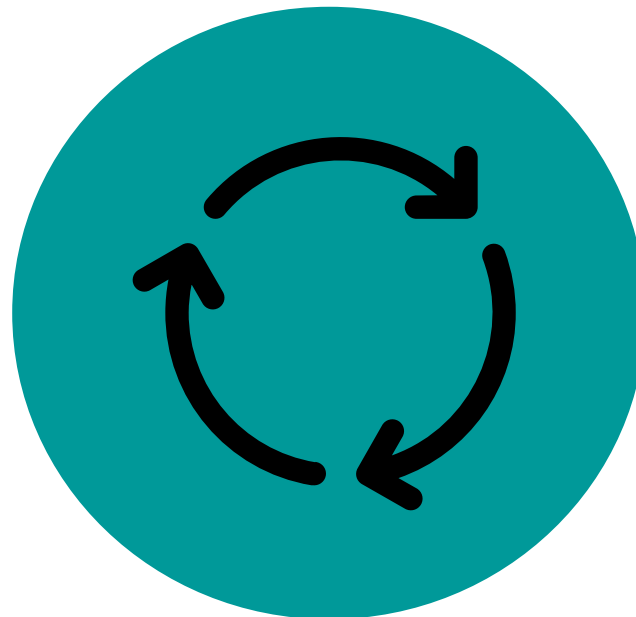
GovDelivery Integration – email / SMS customer comms & marketing.

How do we achieve this...?



People

*Understand customer needs
and preferences*



Process

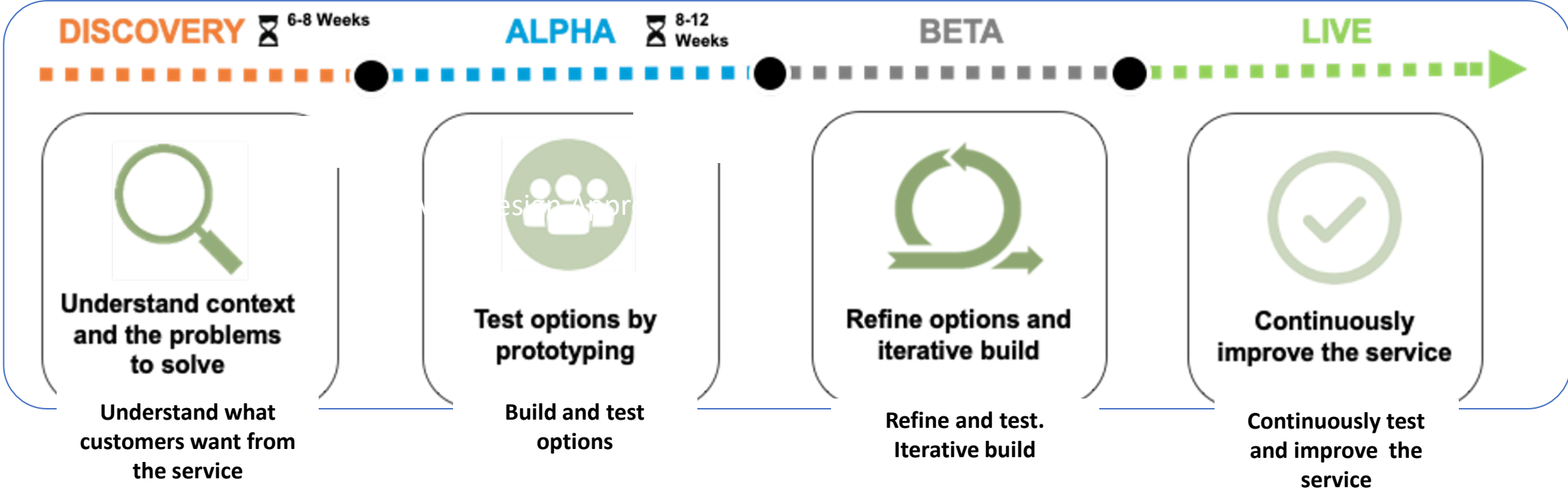
*Transform processes based on
customer needs*



Resources / Technology

Deliver the experience

Service Design Approach



DISCOVERY

- Service Owner Engagement
 - Agree service priorities
 - Identify resources
- Service Insight
 - Clarify services provided
 - Review demand
 - Identify service risks and priorities
- Service Workshops (use Engage product)
 - Validate key information and “qualifying criteria”
 - Review potential to simplify and merge
 - Confirm service owners and delivery
 - Agree key contact points for service updates to customer
 - Document agreed processes
- Service owner review and sign off

Implementation Approach

ALPHA

- Build forms and workflow
- User Acceptance Testing
- Refine approach

BETA

- Release to Contact OneVale
- Review and assess staff response
- Improve

GO LIVE

- Release to customer facing channels
- Review and assess customer take up and feedback
- Improve

Project Progress

All 125 Oracle Processes moved on to GovService.
(including Requests for Contact)

- Neighbourhood Services – Waste, Highways, Eng Design, Parks & Grounds, Transport
- Housing
- Adult Services
- Licencing
- Complaints

Integrations

- Telephony
- eMail
- Payment
- Confirm (asset Management)
- LLPG
- GIS Mapping

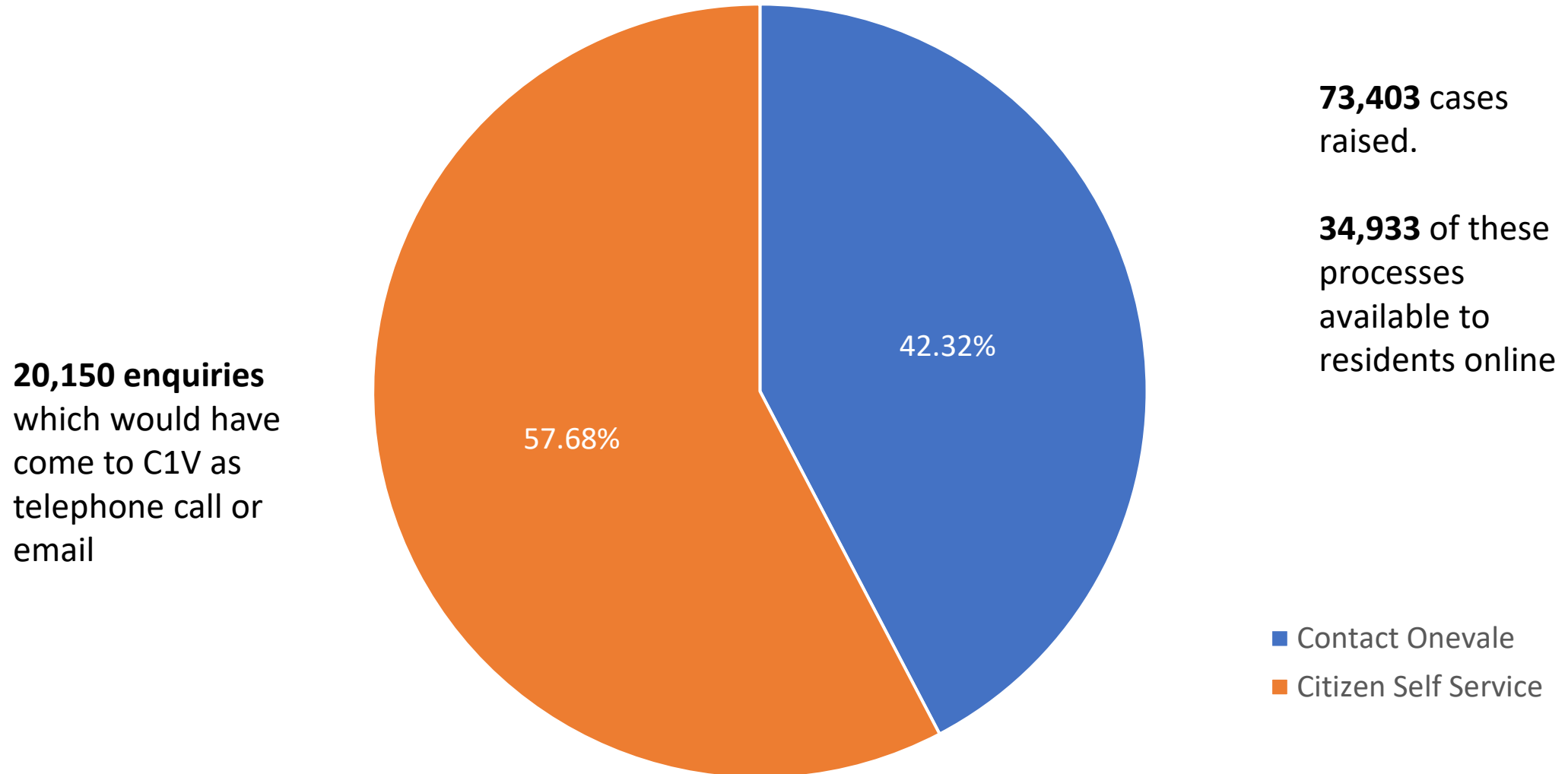
Online Customer Account

- Residents can log and track their own reports / requests
- Single Sign On for Council Tax and Housing Rents Account

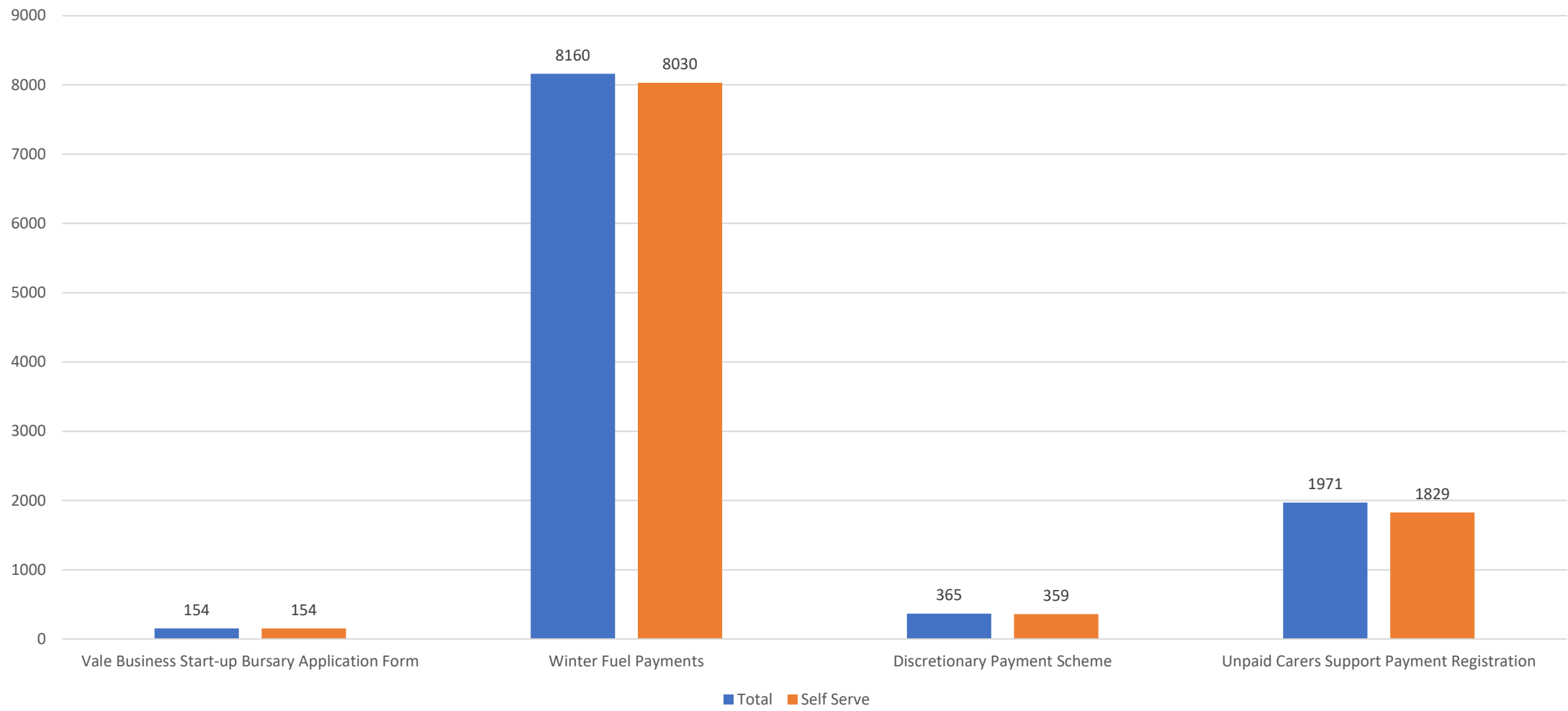
SUPPORTING COST OF LIVING RESPONSE

- Created application forms and assessment processes for various Cost of Living related grants and payments – including automated citizen facing communications
 - Business Bursaries
 - Unpaid Carers Grants
 - Free School Meals payments
 - Winter Fuel payments
 - Council Tax payments
 - Discretionary Grant applications

Citizen Self Service Take Up (GovService)



Cost of Living Response – promoting Self-Service Opportunities



Service Development

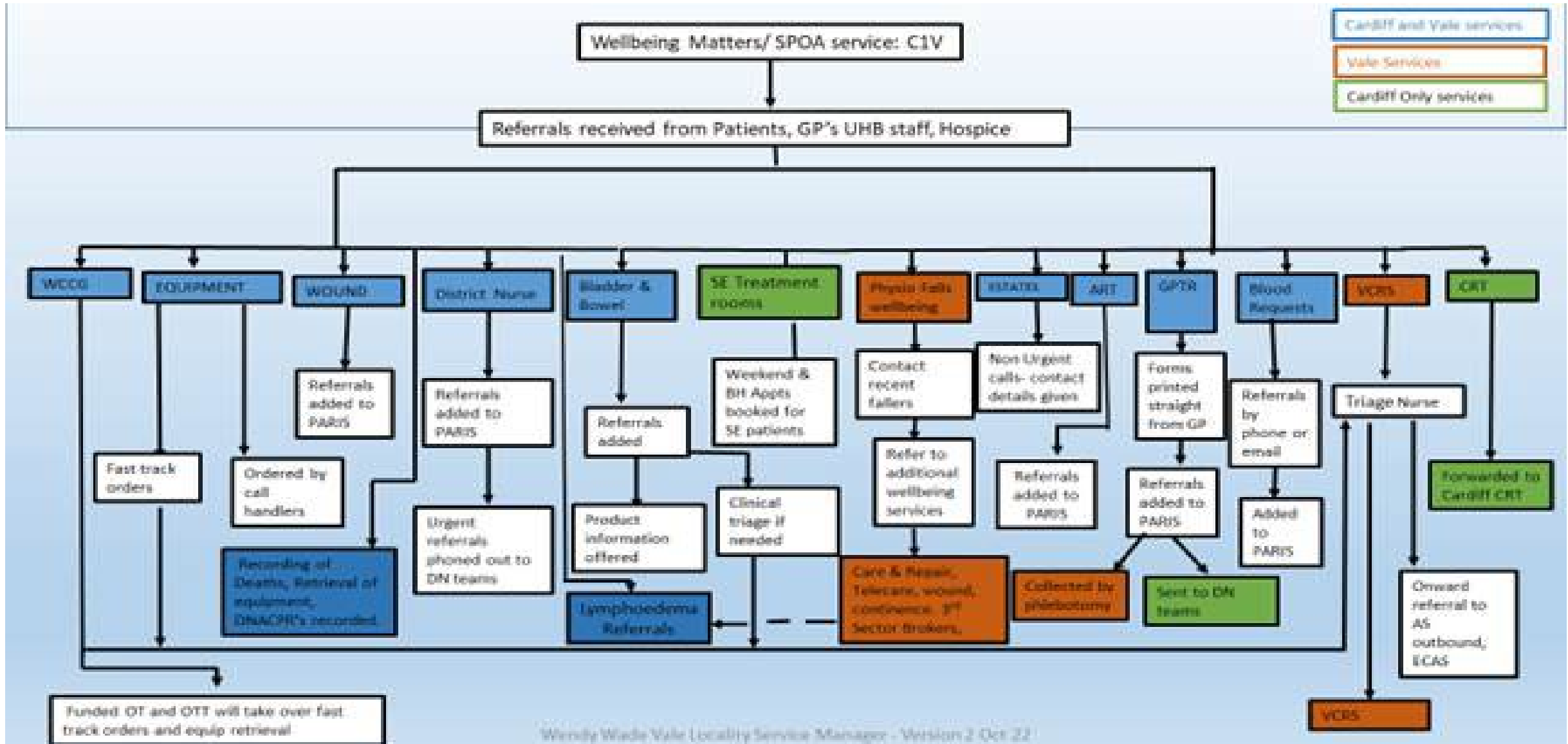
How Customer Relations is changing

Wellbeing Matters

- Developing an **integrated, single point of access** to provide Adult Social Care Social Care, Health and Wellbeing
- Single **0300** telephone number
- **Integrated call handling** team
- Social Workers, nurses, telecare, Vale Community Resource Service, St Johns Ambulance

- **Improving falls response** for Telecare users
- **Integrated Contact Centre Manager** post agreed
- GovService **Shared Services Portal** – improving referrals between agencies, generating data and insight for service improvement.

Primary Care Services



Upcoming Priorities

How Customer Relations is changing

- With increased take up of online self service opportunities Contact OneVale **focus will increasingly be on lower volume, complex enquiries where human skills add most value.**
- **User Centred Design**
 - Improve experience of accessing services – across all channels
 - Informed by research with residents – what matters to them
 - Useability and findability testing with residents – testing Report a pothole, litter / Flytipping, Missed Waste Collections
- **Service Transformation using GovService**
 - Adult Social Care (recruiting residents for interview – developing characteristics of “user personas”)
 - Telecare Applications
 - BCB Applications
- **Improving data analysis and insight**
- **Life Event approach** to enquiry handling – **predicting** citizen need and **proactively** offering **preventative** services
- **Payment Card Industry standards** compliant telephone payments
- Inform Communications pilot – **automated telephone enquiry handling** for Council Tax and Benefits
- **Upgrade Contact Centre** to NiceCXOne market leading solution
- Working with WLGA Digital and other Councils to investigate potential for **sharing, scarce resources** – Welsh language, digital and technology roles.

Thankyou!