

## Equality Impact Assessment Report Template

<b>Name of policy, procedure or function: Customer Contact Centre</b>				
<b>Service Area: PACS</b>	<b>Team Members: Steve Phipps, Graham Walton and Sarah Cromie</b>	<b>Date: 16<sup>th</sup> August 06</b>		
<b>Findings</b>				
<p>The main aim of the Customer Contact Centre is to be able to offer Council services over the telephone so that customers can order services from their own home and don't have to travel into the Council building.</p> <p>The main purposes of the Customer Contact Centre are too:</p> <ul style="list-style-type: none"> <li>• To provide a single point of contact for customers telephoning Charnwood</li> <li>• Provide management of a number of generic inboxes</li> <li>• Provide direct service for cleansing and housing to be rolled out to other services in time</li> </ul> <p>The main equality issues are on raising awareness of the service with our customers to make best use of what we are able to provide. With this we need to raise awareness of the Language Line facility that we provide for people whose first language isn't English.</p> <p>There will be improvements on the type of information we hold on customers with the development of the CRM system which will help the contact centre operators deliver a better service.</p>				
<b>Further Actions</b>				
Problem/barrier identified	Actions to overcome problem/barrier	Resources required	Responsibility	Target date
<b>Actual awareness of the contact centre function</b>	Raise awareness Language Line Extended opening hours	<b>Time</b> <b>1 day and ongoing</b>	<b>Graham Walton</b>	<b>Dec 21<sup>st</sup></b> <b>Mar 07</b>
<b>Language Barriers</b>	Raise awareness through partners or advocacy orgs provided with Contacting the Council Leaflet Include a CRM field for use of language line under language support	<b>Officer Time</b> <b>Officer Time</b>	<b>Caroline Marshall</b> <b>Galyia Benson</b>	<b>Apr 07</b> <b>Jan 07</b>

<b>Customer service skills</b>	Customer service and telephone skills training to include equalities issues	<b>Officer Time</b>	<b>Graham Walton</b>	<b>Mar 07</b>
	Individual performance management focused on call quality	<b>Officer Time</b>	<b>Graham Walton</b>	<b>Nov 06</b>
<b>Staff awareness of cultural issues that may effect our customers</b>	Development of Staff Training	<b>Corporate Training Budget</b>	<b>Sarah Cromie</b>	<b>Jan 07</b>
	Fact sheets	<b>Officer Time</b>	<b>Sarah Cromie</b>	<b>Nov 06</b>
<b>Lack of monitoring information</b>	Develop process of collecting personal information from customers		<b>Steve Phipps/Sarah Cromie</b>	<b>Apr 07</b>
<b>Transfer of information Cleansing assisted information</b>	Cleansing to load information on assisted list onto CRM	<b>Officer Time</b>	<b>Neil Greenleigh</b>	<b>May 07</b>