

PERFORMANCE SCRUTINY PANEL – 23RD JULY 2018

Report of the Strategic Director of Corporate Services Lead Member: Councillor Rollings

ITEM 9 ON-LINE CUSTOMER EXPERIENCE

Purpose of the Report

A report by the Strategic Director of Corporate Services providing an update on the report of 12th December 2017 in respect of the On-line Customer Experience (OCE) Project.

The report from December can be accessed here:

https://www.charnwood.gov.uk/files/papers/psp_12_december_2017_item_07_on_line_customer_experience/PSP%2012%20December%202017%20Item%2007%20On-line%20Customer%20Experience.pdf

Overview

1. The Project has met the business plan target for 2017/18 which required the delivery of five customer journeys in each quarter of 2017/18 (ie. a total of 20 for the year). By 31 March 2018, 27 customer journeys, (process re-engineered to make them suitable for on-line use and placed into a live environment using the Verint on-line forms) were delivered. A list of these journeys is set out at Appendix A.
2. Activity in the first months of 2018 on form development was, as planned, primarily on necessary business as usual activity, principally like for like replacement of 'Achieve' forms. This work is broadly complete with all customer facing forms and most internal forms being either replaced or deleted. In respect of the remainder of 2018/19 the focus will be on:
 - review and upgrade of the website with an aspiration to achieve a 'SoCITM' 4*¹ rating in 2019
 - development of the customer portal
 - development of key (high volume transaction) customer journeys, including that for bulky waste in particular
3. A challenge in recent months has been to recruit into the new Custom and Information Services structure to ensure that the skills required to deliver the OCE project are in place. Although not completely resolved, with the recruitment to one of the two developer posts still outstanding, the new team is now taking shape and being assimilated into the organisation.

¹ Society of Information Technology Managers – the Council currently has a 3* for its website (4* being the maximum). The 2018 rating is due imminently; we hope to retain the 3* rating but this will be dependent on what aspects of the website are reviewed.

4. The initial tranche of core funding requested in the Cabinet report of 7 July 2016 has now been exhausted. A subsequent Cabinet report was presented on 12 April 2018 – the Digital Programme Investment Plan - which requested funding across a range of the Council's digital initiatives and included amounts to support OCE in the next financial year. The funding requested of £30,000 will cover consultancy support from Verint (Lagan vendor) in respect of the CRM system and the additional costs required to cover ICS vacancies with contract staff to enable the continuation of the OCE project to plan.
5. Moving forward, the OCE Project now has much better access to skills and resources and an acceleration in progress is anticipated in the latter part of 2018/19.

Business plan target 2018/19

6. The 2018/19 Business Plan targets have a greater focus on benefits realisation – ie. What difference is OCE making? The 2018/19 targets are:

Activities:

- Implementation of Corporate booking system – Q1, fully operational by July 2018; 100 transactions to take place by March 2019

In respect of this target, potential slippage has been identified with implementation due to the complexity of the business processes within the individual customer journey selected for initial development. This may still be resolvable but contingency plans are in place to use alternative customer journeys. As a result it is likely to result in a delay in implementation until the autumn of this year.

Metrics:

1. Missed bins
 - Cumulative 820 transactions by year end
2. Garden waste applications
 - Cumulative 870 transactions by year end
3. Bulky waste collections
 - Cumulative 600 transactions by year end
4. BP10: Total number of transactions undertaken on line
 - Cumulative 4,800 transactions by year end

Key actions for 2018/19

7. Reflecting paragraphs above, the principal activities for 2018/19 are:

Corporate booking system	31.07.2018
Portal	30.09.2018
Bulky Waste form	30.09.2018
Website Review	31.03.2019
Website changes	31.03.2019

Conclusions

8. Experience to date has taught us that implementation of end to end digital processes is challenging, both in terms of the technical skills required and the re-engineering required of our existing business processes, so progress is not always smooth. However the project now has access to the skills and resources to progress development of on-line customer services in 2018/19.

Background Papers: None

Appendices: Appendix A - Customer journeys completed 2017/18

Officer to contact: Simon Jackson
Strategic Director of Corporate Services
Telephone: (01509) 634699
Email: simon.jackson@charnwood.gov.uk

Customer journeys completed 2017/18

Completed Forms 2017/18	
Form	
1-5	CBC Garden Waste <ul style="list-style-type: none"> • Change of address • Cancellation of service • New sign ups • Renewal payment • Replacement sticker
6	Report damage to street name plate
7	Report maintenance request to a bus shelter
8	Report an obstructed pavement
9	Report an abandoned vehicle
10	Request an assisted collection
11	Report a problem with street cleansing
12	Outwoods Car Parking Permit
13	Report Dog Fouling
14	Report Graffiti
15-18	Pest Control x 4 <ul style="list-style-type: none"> • Report a problem with insects • Report a problem with rats • Report a problem with mice • Report a problem with squirrels
19	Report pollution
20	Report a food hygiene problem
21	Report an animal welfare issue
22	Request the mayor to attend your event
23	Report dog control
24	Housing incl drainage (private sector)
25	Report a dead animal on the highway
26	Report a Planning issue
27	Report a Building Control issue

Customer journeys completed 2016/17 (for information)

Completed Forms 2016/17	
Form	
1	Report missed black bin
2	Report missed green bin
3	Report missed brown bin
4	Report Fly Tipping