

Corporate Review Committee, Monday, 13 January 2014

PRESENTATION SLIDES

5. Customer Service and Insight (Pages 1 - 10)

Presentation by the Head of Insight, Planning and Performance the Head of Strategy and Customer Service.

John Tradewell
Director of Law and Governance

Customer Services – Improvements to resident contact

Improving Customer Access

The Customer Service Centre is open Monday to Thursday, 8.00 – 20.00, Friday 8.00 – 18.00 and Saturdays 09.00-17.00, the services now delivered include: General Enquiries, Staffordshire Cares, Adult Safeguarding, Registering Certificates of Visual impairments, Highways, Registration Services, Blue Badges, Family Information Services, Moorlands and South Staffs Connects, Planning enquiries, Meals on Wheels, Trading Standards, Libraries, Concessionary Travel Enquiries, School Admissions, Public Health enquiries, Social Fund and supporting Adoptions and Fostering with their service delivery.

Further services to be delivered in 2014 are; skills and employability and developing the Public Health Hub

In 2013 in response to feedback from Customers we have developed more transactional services and increased the number of web pages that can be accessed through mobile web. A number of access channels including social media have been developed to improve resident satisfaction and access. By implementing new contact channels we are able to manage the staffing resource of the contact centre more efficiently and the MTFS for 2014/2015 budget reflects this.

In order to give customers up to date information, the top ten daily telephone enquiries made by customers are shared through social media channels including Facebook and twitter.

Online Services

We have extended access by making the most visited parts of the County Council website accessible by mobile phone with approximately 40,000 visitors each month. Information on school holidays and catchment areas and libraries are now available in a mobile friendly format.

Customer Services has launched a new customer alerts service which sends customers urgent, important and useful alerts via email or via SMS for urgent alerts such as school closures. The service includes important updates about school admissions, severe weather alerts, planned county council roadworks, bus service changes, library information and enables us to give information to customers in real-time.

Subscribers also have the option to receive a digital version of 'Your Staffordshire' residents' newsletter, which has recently won a major best magazine award.

To address the request for more self –service on our web-site we have implemented an on-line applications for free school meals which also allows applicants to link into a national-benefit checker. Schools admission appeals can also be accessed through the web.

Customer Services – Improvements to resident contact

Investment in Technology

In June a new Customer Relationship Management System was implemented which allows Staffordshire to share information with District/Borough Council partners and to facilitate a One Council approach to Customer Contact.

A new on-line booking system to improve access to appointments for birth and death registrations was implemented in October. Over 20,000 calls are received per annum from residents requiring an appointment with the Registration Service. Following a death in the evening an appointment can be made for the following day, which will make it easier for families to make timely funeral arrangements.

We have also implementing an on-line ordering and payment system to enable customers to request copy certificates, over 15,000 requests are handled via the phone currently.

Improving Resident Satisfaction

The implementation of a performance management framework, looking at call quality, and customer satisfaction surveys, was implemented to gain valuable feedback to change processes and to review the customer journey.

In order to manage the customer experience we have implemented queue-buster to our high volume service such as General Enquiries, Highways and Registration Service to allow us to call customers back when experiencing high call volumes.

Residents are given the opportunity to give feedback after each telephone call and web-site. Registration Services receive over 1200 completed feedback forms each year, 94% of residents who contacted the Customer Service Centre to make appointments rated their initial contact as good.

The feedback provided is included in our monthly development plan in order to respond to suggestion or requests made by customers.

Partner Collaboration

In order to look at opportunities to deliver services with a reduced budget, discussions are under way with the Office of the Police Crime Commissioner and District and Borough Councils to look at broader integration and shared resources to deliver improved resident access.

There are significant areas of duplication where residents are unsure of which partners to contact. Working together to identify duplication will provide further opportunities for improvements to customer service at a reduced cost. The shared CRM will be a catalyst to help to achieve this.

Improving Customer Satisfaction

Quality

- Quality Model implemented
- Call listening to ensure quality
- Surveying Customers

Redesign

- Point of Contact – Management of resources in Customer Service Centre
- Business Design including the DMAIC (define, measure, analyse, improve, control) project framework for the General Enquiry service
- Held workshops to identify best practice and develop service improvements

Technology

- Customer Relationship Management System
- Queue buster telephony system
- Zipporah Registration Customer Online Booking

Staff Development

- Individual Performance Dashboards with 360° employee feedback and SMART targets
- Award scheme for achievement for individual staff
- Institute of Customer Service Accreditation

Satisfaction

- Use customer feedback & complaints to shape improvement
- Implementing new access channels
- Implementing more transactional services

Online Services

Mobile Internet

- Report road faults (online reporting - mobile web app)
- Council tax
- What's On events calendar - searchable events calendar optimised for mobile use. Covers adult classes, activities for under 5s, library events & more
- What's on for young people - YouthBox activities
- Where's My Nearest, including 'current location' facility (mobile web app). Covers the following services...
 - Libraries, Registration Offices
 - Find a Recycling Centre in your catchment area
 - County Councillors, District and Parish Councils

Mobile Internet for Schools

- School closures
 - Web app for parents to find out if their child's school is closed due to an emergency and inset days.
 - Web app for Headteachers to update web sites via a secure login, so that the Head can close their school from anywhere with an internet connection and a mobile phone.
- School holiday & Term Dates
- Directory of schools (individual school details search - mobile web app)
- Help with childcare costs (including new online form to apply for free places for 2 year olds)
- Where's My Nearest, including 'current location' facility to find a school in your catchment area

Online Services

Online Transactional facilities – Completed in 2013

- Customer alerts system, covering:
 - Bus Service Changes, Libraries - Reservations, overdue and nearly due items, Roads and Highways - Flooding, snow & ice, Major planned improvements, School Admissions, School Closures, Your Council – Consultations, Elections, E-Newsletters such as My Staffordshire.
- Report online faults & photo upload facility.
- New staff phone directory
- Online chat facility – Early Years and Childcare and Highways covered so far.
- What's On application additions (searchable by date and area): Adult learning courses, Activities for under 5's
- Order Copies of Certificates and pay online 24/7 now available for Registration Services
- Marriage venues – approved venues postcode search

Online Services

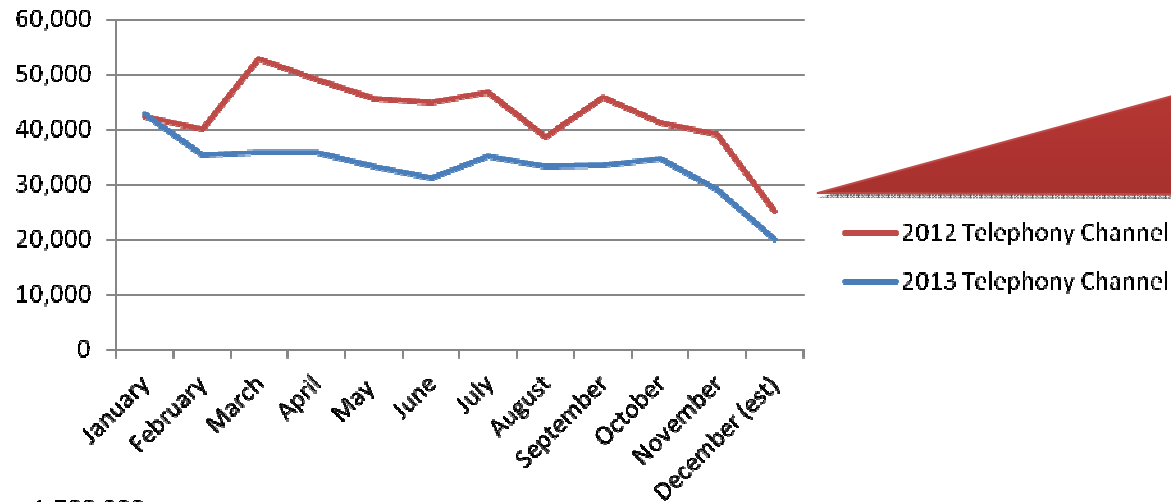
Online Transactional facilities – Completed in 2013 for Schools

- School closures, including the following:
 - A web application for parents to find out www.staffordshire.gov.uk/schoolclosures if their child's school is closed due to an emergency and inset days.
 - A web application for Headteachers to update the above web site via a secure login, so that the Head can close their school from anywhere.
- Free school meals application, which links into a national benefits checker.
- Online appeals form for school admissions
- New school directory on www.staffordshire.gov.uk – school search including Ofsted results
- School catchment area postcode search

Online Transactional facilities – Go Live 2014

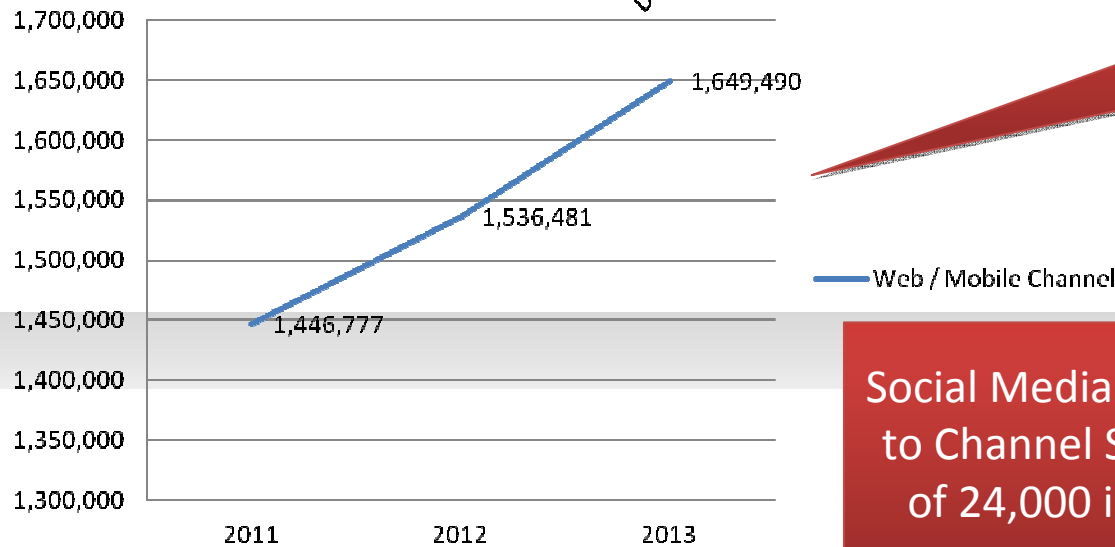
- Transport:
 - Bus timetables online facility including
 - > Postcode search for nearest bus stop
 - > Route number search
 - > Mobile version delivering the same functionality as above
- Mobile web additions
 - Customer alerts sign up interface
- Weather application to automatically display the weather on the Intranet and www.staffordshire.gov.uk in any relevant areas such as Highways, etc.
- Booking Registration appointments for Births, Deaths and giving Notice available 24/7 to improve resident access

Channel Shift



Incoming calls have reduced by 111,500 from 2012 to 2013 – as part of our channel shift strategy and effective quality monitoring to reduce repeat contact

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Website and Mobile use has increased by 113,000 from 2012 to 2013

Social Media and Email contribute to Channel Shift with an average of 24,000 interactions in 2013



Customer Service Highlights of 2013

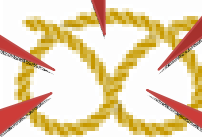
Customer Services has processed 5,000 new and 15,000 renewals for Blue Badges in 2013

Customer Services now manage the Twitter feed and have increased the followers from 7,000 to over 10,000

Customer Service handled 344,623 calls; 4,717 Contact Us Enquiries; 21,847 Highways emails; 3,950 Adult Protection emails and 2,168 Social Media interactions in 2013

Staffordshire County Council have been ranked the best County Council nationally for web site customer satisfaction for six months during the year

During 2013 Customer Services have continually enhanced the answer rate from 78% to 95%.



Percentage of Calls Answered

