

CUSTOMER CONTACT CENTRE

1. SUMMARY

- 1.1 This report sets out the Council's progress on development of a Customer Contact Centre.

2. RECOMMENDATIONS

- 2.1 That Community Planning Partners assess whether there would be benefits for them in shadowing the Council's Project Board and/or procuring some services from this facility.

3. DETAIL

- 3.1 The Council secured MGF3 Funding some time ago to develop a Customer Contact Centre as a means of improving its business processes and meeting the 46 electronic service delivery targets laid down by the Scottish Executive. The Council has been through to a European Union Procurement process to secure the services of a partner Steria Limited who will develop:-

- (a) The Business Case for the development of a dispersed Contact Centre for Council Services.
- (b) Business process re: engineering training and skills transfer.
- (c) Commissioning of customer relationship management software and telephony solution for the dispersed Contact Centre.
- (d) Joint management of the facility with Council Services on a phased basis.

- 3.2 The Council has identified the following Services for the initial pilot phase of this development namely:

- Council Tax
- Roads and Lighting faults
- Leisure Management Bookings

- Library Bookings
 - Frequently asked Questions
 - General Enquiries
 - Online Payments
- 3.3** The tender also envisaged that those Services which would be enabled within a Contact Centre environment would be fully integrated from front office to back office and would also be web enabled so that customers could provide themselves with a self service 24-7 option.
- 3.4** The Council has just appointed its preferred supplier and is now in the process of working up the project initiation document to develop the Business case to be presented to the Council in the Autumn of 2006.
- 3.5** The Council has progressed the concept of a dispersed model to allow efficiencies of scale to be generated whilst maintaining its area Service Delivery Model so that face to face customers as well as telephone customers or internet customers can all receive the same experience of dealing with an informed, Council Service who will have a better understanding of the history of a person's needs and the types of services that that person requires to receive.
- 3.6** The work that is being done to develop the Customer Contact Centre will dovetail with other national agenda around the Citizens Index and the development of detailed customer data bases and therefore may be of interest to other Community Planning Partners who would require to improve their means of contact and delivery of services to their customers.
- 3.7** If there is interest from Community Planning Partners in this project then there would be an opportunity to receive a more detailed briefing from the Council Officers who are leading on this project for the Council.

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Contact centre comm. Planning 27 june