Looking Local and Existing Web Portals

1. SUMMARY

1.1 At the Short Life Working Group (SLWG) meeting of 22nd October the Group requested a paper explaining the synergies between the interactive functionality on the new Looking Local Digital TV platform and the existing council web portals.

1.2 This paper provides the explanation requested.

2. RECOMMENDATIONS

It is recommended that the Short Life Working Group Members:

1. Note the information provided below in response to the action from the meeting of 22nd October 2012

2. Intimate if any additional information is required.

3. DETAIL.

3.1 The Looking Local interactive information service has two menu items for Request It and Report It, to allow customers to raise service requests for a range of council services. These requests are sent as emails to the council mailboxes specified below:

Request Types	Email address for form
Abandoned Vehicle	enquiries@argyll-bute.gov.uk
Dog Fouling	enquiries@argyll-bute.gov.uk
Fly Tipping	enquiries@argyll-bute.gov.uk
General Report It Form	enquiries@argyll-bute.gov.uk
Missed Bins	enquiries@argyll-bute.gov.uk
Potholes	enquiries@argyll-bute.gov.uk
Street Lighting	enquiries@argyll-bute.gov.uk
Complaint	complaints@argyll-bute.gov.uk
Blue Badge Application Form Request	bluebadges@argyll-bute.gov.uk
Council Tax Direct Debit Set Up	ctax1@argyll-bute.gov.uk
General Enquiry	enquiries@argyll-bute.gov.uk
Bin Request (one form for both normal domestic and recycling domestic)	enquiries@argyll-bute.gov.uk
Winter Maintenance Request	enquiries@argyll-bute.gov.uk
Adult Learning	aileen.mclaughlin@argyll-bute.gov.uk
Library Item Renewal	libraryhq@argyll-bute.gov.uk
Social Care (including Welfare Rights and Telecare)	enquiries@argyll-bute.gov.uk

The Customer Service Centre deals with the ones received to enquiries@argyll-bute.gov.uk

3.2   This service is intended to complement the two other council web portals that allow customers and elected Members to raise service requests through the Lagan (Connect to Tell) web portal and Lagan Members Portal respectively. An important difference between these portals and Looking Local is that requests raised through them feed directly into the Lagan CRM system for action by the relevant Service (mostly Development and Infrastructure). However requests raised through Looking Local have to be manually attached to cases raised in Lagan by CSC advisers. This is the same approach used for texted service requests.

3.3   There is overlap in the type of requests that can be raised:

Request Types	Lagan Web Portal	Lagan Members' Portal	Looking Local
Abandoned Vehicle	YES		YES
Dog Fouling	YES		YES
Fly Tipping	YES	YES	YES
General Report It Form	Separate Online Form	YES	YES
Missed Bins	YES	YES	YES
Potholes	YES		YES
Roads, Street Lighting	Separate Online Form	YES	YES
Complaint	YES	YES	YES
Blue Badge Application Form Request	Separate Online Form		YES
Council Tax Direct Debit Set Up	YES		YES
General Enquiry	Separate Online Form	YES	YES
Bin Request	YES	YES	YES
Winter Maintenance Request	YES		YES
Adult Learning	Separate Online Form		YES
Library Item Renewal	Separate Online Form		YES
Social Care	Separate Online Form		YES
Commercial Bin Request	YES		
Dead Animal	YES		
Grass/Weed Removal	In development	YES	
Housing		YES	
Noise Pollution	Separate Online Form	YES	
Playgrounds	In development	YES	
Bulky Uplift	In development	YES	
Street Cleaning/Graffiti/Litter	In development	YES	

However the different portals are intended to provide alternative channels by which customers can contact the council and have their requests serviced.

3.4   Broadly the web portal is aimed at those customers who are traditional internet users whilst Looking Local services both those who do not regularly use the internet and those who use mobile web technology (it has the option of using an App as well as the cut down web site). The Members Portal is more specialist and allows Members to log requests direct with Services without the need for the request to be mediated by the CSC or Members Services.

3.5   In this way Looking Local extends the interactive customer channel access capabilities of the council as set out in the Process for Change Business Case. It is intended that Looking Local will 'plug in' to the Lagan CRM in the same way as the existing portals; at least for those requests that do not require authentication.

3.6   A Lagan payment integration is currently being implemented that will increase the list of services that can be requested via the Lagan web portal, to include those that require a payment such as bulky uplifts. These will not be available via Looking Local due to the Payment Card Industry data sharing regulations.

4.   CONCLUSIONS

4.1   The council's customer service strategy is to maximise the number of channels that customers can use to contact the council and to log service requests using self service. The Looking Local request it and report if functions extend the self service capability further and in doing so it complements the existing web and Members' portals.

5.   IMPLICATIONS

5.1	Policy	Part of the existing customer service strategy.
5.2	Financial	None.
5.3	Personnel	None.
5.4	Equalities Impact Assessment	Increases opportunities for digitally disenfranchised customers to contact the council.
5.5	Legal	None.
5.6	Risk	None.
5.7	Customer Service	Increases the council's customer contact channels.

Background Documents:

N/A

For further information contact Bob Miller, ext.4026

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