

APPENDIX C.4

WAVERLEY BOROUGH COUNCIL

EXECUTIVE - 30 NOVEMBER 2010

Title:

PROPOSED CONTACT MANAGEMENT SYSTEM

**[Portfolio Holders: Cllrs Stephen O'Grady and Bryn Morgan]
[Wards Affected: All]**

Summary and purpose

As part of changes arising from the Council's Foresight Programme, the Environmental Services Team are seeking to implement improvements to the services provided and the management information arising from customer contact initially focusing on waste and recycling services.

The purpose of this report is to seek approval to a new bid for capital programme provision for the introduction of a contact management system which would eventually be deployed across all the Council's principal service areas to provide a single view of all a member of the public's contacts with the Council.

How this report relates to the Council's Corporate Priorities:

The introduction of a contact management system supports the priority of improving customer service and providing value for money services. The Council's Customer Service Strategy identified the development of more structured customer contact information as a core component for developing customer service in Waverley.

Equality and Diversity Implications:

Improved customer based information will assist in the provision of appropriate levels of service particularly for disadvantaged users.

Climate change Implications

There are no direct climate change implications associated with this report.

Resource/Value for Money implications:

There is no specific capital programme provision for the contact management system proposed. This report seeks approval to an addition to the current year's capital programme of £28,000 which it is proposed would be contained within the Council's overall capital programme provision from anticipated savings and underspends that arise during the year. The on-going revenue support and

maintenance costs are estimated at £5,600 would be contained within the existing revenue budgets for the services that use the system.

Legal Implications:

There are no legal implications associated with this report.

Background

1. The initial service demand for a contact management system has come from the Council's Environmental Services Team however the intention is to develop the use of the system across the Council over all its principle customer facing services over multiple communication channels – so that a single view of an individuals interactions with the Council would be available. The Benefits Service has indicated that it would want to be in the next phase of implementation.
2. The impetus for a contact management system has emerged from Environmental Services in response to poor customer feedback in the 2008 Place Survey, the results of which indicated a 55.1% satisfaction rate with refuse collection (the lowest in the country) and a 57.1% satisfaction with doorstep recycling. This message was reiterated in last year's Participatory Budgeting exercise, which although marginally better, still indicated that the proportion of respondents either fairly or very satisfied with the service was only 62%.
3. The current approach to customer care within Environmental Services is undergoing a fundamental review as part of the Council's 'Foresight@Waverley' programme, with the aim of improving on current and historic performance, professionalising Customer Services and potentially freeing-up capacity within the team to develop a number of major service improvement initiatives. It is, however, impossible to draw intelligent conclusions about the service, and public opinion of it, without robust customer information management and a contact management system would provide this.
4. The contact management system proposed is Civica's Contact Manager product. Civica software systems are already in place in most major service areas – Council Tax, Benefits, Housing, Planning and Building Control and therefore the product would integrate cost effectively and implementation would be relatively straightforward. As a result of the existing Civica platform the proposed contact management system would be significantly the most cost effective solution for Waverley.
5. A review of Customer Relationship Management products available in the market indicated that purchase costs for CRM solutions would be in excess of £100,000. The Contact Manager solution offers an affordable solution to the current requirement in Environmental Services that would not preclude use of an Authority wide CRM in the future.

Budget Implications

6. There was no specific budget provision made for this project as the service requirement only emerged recently from the review being undertaken as part of the Foresight Programme. The capital cost of the system would be £28,000 and on-going revenue costs are estimated at £5,600 per annum. The on-going revenue costs to be met from within the Environmental Services existing revenue budget provision.

Recommendation

The Executive is asked to consider the proposal to add the Civica Contact Manager System at a capital cost of £28,000 to the 2010-11 Capital Programme, subject to equivalent savings being identified from within the overall capital programme to fund this scheme.

Background Papers

There are no background papers (as defined by Section 100D(5) of the Local Government Act 1972) relating to this report.

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