

# Customer Focus Working Group

Wednesday, 24th February, 2021

## CUSTOMER FOCUS WORKING GROUP MINUTES HELD REMOTELY VIA MICROSOFT TEAMS

Members present: Alderman Rodgers (Chairperson); and  
Councillors Bunting and Flynn.

In attendance: Mrs. R. Crozier, Customer Focus Programme Director;  
Mr. P. Gribben, Head of Digital Services  
Mrs. S. Williams, Governance and Compliance Manager;  
Ms. K. Kennedy, Continuous Improvement Project  
Manager;  
Mr. P. O'Brien, Digital Portfolio Manager (Solutions)  
Mr. P. Patterson, Digital Development Architect  
Mr. G. McErlane, Digital Development Architect  
Mr. C. Quinn, Customer Services Manager;  
Ms. K. Dorrian, Customer Service Co-ordinator  
Mr. A. McMullan, Democratic Services Assistant; and  
Ms E. McGoldrick, Democratic Services Officer.

### **Apologies**

An apology was reported on behalf of Councillor Hanvey.

### **Minutes**

The minutes of the meeting of 30th September, 2020 were agreed as an accurate record of proceedings.

### **Declarations of Interest**

No declarations of interest were reported.

### **Update on Customer Focus Programme**

The Customer Focus Programme Director provided the Working Group with an update of the Customer Focus Programme to date, which included an update on the services which would be delivered from April 2021.

She advised that Phase One of the Customer Hub implementation would include specific services for Elected Members and that this phase would focus on issue management and resolution, which included a dedicated telephone number and email address for Members, a trained customer hub team to understand and manage Members queries through to resolution. She highlighted that Members would also be provided with information on service delivery so they could be informed of issues earlier, enabling them to be responsive to constituents' queries. She pointed out that Members would have the ability to track issues they had raised and would have visibility of issues emerging in their

areas. She explained that a CRM system had been developed to track and trace queries, together with a dashboard to show all issues that Members had reported through the hub and their tracking.

The Project Manager and Customer Services Manager explained how the first phase would be delivered and highlighted that the Customer Hub would 'go live' on 29th March.

It was reported that there had been a focus on how the Council could improve issues with missed bins including information flows between Elected Members, customers, staff and managers. The Project Manager explained how a prototype of an App to report missed bins had been developed and a pilot project had been undertaken to prove that the technology works had been completed.

The Customer Services Manager presented an animation to illustrate how a Members query could be resolved from the initial contact to the Hub through to completion.

The Head of Digital Services advised that the Telephony upgrade and integration with the CRM system had been completed, and the roll out of the Softphone software was in progress which would bring all the functionality of a desk phone onto a laptop or mobile phone.

Noted.

### **Demo of Elected Member App – access to and view of Customer Hub**

The Digital Development Architects provided a demonstration of how the Members App worked from first contact, through to resolution of a query. They explained the workflow and dashboard functionalities of the App.

During discussion, the Customer Focus Programme Director confirmed that refinement of the query categories on the Members App was required and the Team would be in contact with the Customer Focus Working Group to ascertain the most frequent queries they received. She also highlighted that the functionality of the App would be built upon as the Programme developed.

Noted.

### **Training and Support for using App**

The Working Group noted that it would be required to test the App one week before it went live to provide feedback on its usability and that a video would be available to give instructions on how to use the App.

### **Outline of Next Steps**

The Project Manager outlined the future work plan, which included refinement of the Members App, a communication plan and roll out of the App to all Members, further development of the CRM Dashboard and Members Portal, together with the development of insights and intelligence into services across the Council.

The Working Group noted the information which had been provided.

Chairperson