

# **Customer Focus Working Group**

Wednesday, 21st April, 2021

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

Members present: Alderman Rodgers (Chairperson); and  
Councillors Black, Bunting, Flynn, Hanvey  
and Hutchinson.

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 (Customer Hub);  
Mr. P. Bouma, Continuous Improvement Project Manager  
(Missed Collections);  
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. E. Davidson, Customer Service Co-ordinator;  
Ms. K. McCrum, Democratic Services Officer; and  
Ms E. McGoldrick, Democratic Services Officer.

### **Apologies**

No apologies were reported.

### **Minutes**

The minutes of the meeting of 24th February, 2021 were agreed as an accurate record of proceedings.

### **Declarations of Interest**

No Declarations of Interest were reported.

### **Update on the first few weeks of Customer Hub operations**

The Customer Focus Programme Director provided the Working Group with an update of the Customer Focus Programme, which included an update on the inception of the Customer Hub which went live on 29th March.

The Customer Services Manager provided an overview of the Customer Hub operations to date. He presented a Dashboard of the Customer Hub data, which illustrated that 821 cases had been closed off at first contact to the Customer Hub and 4,198 had been passed to Services to resolve, with 1,580 remaining active. He highlighted that, as anticipated, the largest number of queries that had been received had been for

the Resources and Fleet Collection and Waste Management Orders section (excluding bulky household waste). He advised the handoffs to services were working well with each department having dedicated staff.

He informed the Group that 28 Members were currently engaging with the Hub, with 71 cases being generated by Members to date (96% by email and 4% by telephone). He highlighted that 4 of these queries had also been generated by Members using the Members' App.

He summarised the Members cases by type which showed 50 had been resolved, 1 cancelled and 21 were still outstanding. The highest numbers being for Resources and Fleet Collection (21) and Open Spaces and Streetscene (16).

The Customer Focus Programme Director highlighted that Phase One of the Customer Hub had been a success with the implementation of the new CRM system and the new Team had adapted well to the change in process. It was reported that feedback from customers had also been mainly positive.

In response to a Members' question, the Customer Focus Programme Director confirmed that there were currently 16 staff in post with 4 additional temporary staff to add capacity whilst the Hub bedded in, and they were currently a hybrid team, working from home and in the office.

Noted.

#### **Feedback on the Working Groups experience of using the Customer Hub - telephone, email & app**

The Continuous Improvement Project Manager (Customer Hub) facilitated feedback from the Group and a discussion on their interaction with the Customer Hub via telephone, email and use of the application.

During discussion, Members outlined a mixed experience from their initial engagement with the Customer Hub and highlighted the advantages the new process would bring to customer services and constituent queries once embedded.

The Working Group suggested the following improvements:

- Confirmation and update emails for Members when a query is raised on behalf of a constituent;
- Further communication with Customers in relation to Missed Bin collections;
- Improve the usability of the app, in particular to streamline the current three stage approach to opening a new query;
- The ability to upload photos on the app;
- The ability to report a multi-layered issue instead of completing a query for each one;
- The ability to edit cases once they had been submitted or add sub tasks rather than creating a new task;

Mr. Patterson, the Digital Development Architect, responded to queries and suggested the need for further engagement to improve the App to meet Members' needs.

The Continuous Improvement Project Manager (Customer Hub) thanked Members for the useful feedback and advised that one to one sessions would be arranged to complete further feedback with Digital Services.

The Customer Services Manager advised that, in relation to the status of Member cases that had been highlighted, he would review the outcomes and update Members individually.

During further discussion, the Continuous Improvement Project Manager (Missed Collections) outlined that a trial has taken place for a Resources and Fleet Application which would allow Collection Squads to report issues from their daily schedules, so that information and reasons why collection did not take place could be sent to the Hub so that customers and elected members could be informed. He pointed out that wider implementation of the App was being planned and that ways of improving communication to Members and constituents were still being examined.

After discussion, the Working Group noted the information which had been provided and that further feedback sessions would be arranged in the coming weeks.

### **Next Steps - Roll out of the App to all Elected Members**

The Customer Focus Programme Director highlighted the new Customer Hub Member hotline and dedicated email address, together with the importance of downloading the App so that Members could track the cases which they had raised to see their status and track their completion.

The Continuous Improvement Project Manager (Customer Hub) advised that further development of the Members' App would be undertaken with Digital Services including analysis of query categories to ensure they suit Members needs and are streamlined for ease of use.

She informed the Group that the App would be rolled out to all Members in May/June.

Noted.

Chairperson