

Customer Focus Working Group

Thursday, 20th May, 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
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;
Ms. E. Davidson, Customer Service Co-ordinator;
Mr. A. McMullan, Democratic Services Support
Assistant; and
Ms E. McGoldrick, Democratic Services Officer.

Apologies

No apologies were reported.

Declarations of Interest

No Declarations of Interest were reported.

Update on Customer Hub (Verbal Update)

The Customer Focus Programme Director provided the Working Group with an update of the Customer Hub which went had been live since 29th March. She advised that, during the 7 weeks in operation, 40 Members had interacted with the Hub using one or more channels.

She confirmed that processes and customer service practices were being embedded and they were currently a hybrid team, working from both home and in the office. She advised that the Service had coped well over the Bank Holidays and with the power outage that had occurred.

She clarified the role of the Customer Hub and the process for handoffs to services to each department staff.

She informed Members that the Elected Members' App continued to be developed and the item would be brought to Party Group Briefings in June to discuss the roll-out of the App and to gain further feedback from Members.

During discussion, Members outlined their experience from their engagement with the Customer Hub and raised the following issues:

- The speed of response once the Customer Hub has passed a case to a Department could be slow;
- Call-backs from the Department would be helpful, not just a reliance on email;
- Response from the Hub could be an update, but the issue might not be resolved. Closure of cases to be clarified;
- Responses to include context of the issue, with a timeframe of resolution;
- Further training of how to use the App;
- The ability to upload photos on the app;
- The potential to add a category or sign posting in the App, when the case was not directly linked to a Council service;

Members also praised the potential of the Customer Hub and App to redefine customer services and generate good data. One Member pointed out that the report tool on the App was very helpful to analyse what constituents needs were.

The Customer Focus Programme Director advised that the Feedback from Members was very useful to further improve service delivery and requested that the Group send details of the cases highlighted to her for analysis, so that feedback could be provided to Departments and interventions put in place.

Noted.

Planned roll out of the Elected Member App (Verbal Update)

The Continuous Improvement Project Manager (Customer Hub) advised that further development of the Members' App had been undertaken with Digital Services.

The Digital Development Architect highlighted the following updates would be included in the upgrade to the next version of the App, being rolled out to Members on 30th May:

- A new category just for Members to use;
- A 'Quick Create' option under the plus sign; and
- The ability to look up Streets, and additional text and description boxes when opening a case.

He confirmed that a future version of the App would include a photo functionality and automated feedback.

One Members stated that a Roadmap and timeline of expected functionality and updates to the App would be helpful for the Group to share with their Parties. He also pointed out that there was disparity in the functionality between the iOS version and the Android version that needed to be rectified.

The Customer Focus Programme Director highlighted that further testing would be required from the Group before any further releases of the App to clarify expectations and check usability. In response from a suggestion by a Member, she confirmed that a Sub-Test Group could be arranged to capture ongoing feedback of the App.

The Continuous Improvement Project Manager (Customer Hub) informed the Group that the App would be rolled out to all Members in June, which included a User Guide and Video. She advised that further training would also be offered to the Working Group, if required.

The Working Group noted the information which had been provided and that the Elected Members' App would be rolled out to all Members in June.

Chairperson