

# Customer Focus Task and Finish Working Group

Wednesday, 9th February, 2022

## CUSTOMER FOCUS TASK AND FINISH WORKING GROUP MINUTES HELD REMOTELY VIA MICROSOFT TEAMS

Members present: Councillors Black, Bunting and Hutchinson.

In attendance: Mrs. R. Crozier, Customer Focus Programme Director;  
Mr. P. Gribben, Head of Digital Services;  
Ms. C. McCann, Customer Focus Programme Support Assistant;  
Mr. C. Quinn, Customer Services Manager;  
Mr. P. Patterson, Digital Development Architect;  
Mr. G. McErlane, Digital Development Architect;  
Mr. J. Hanna, Senior Democratic Services Officer; and  
Ms. C. Donnelly, Democratic Services Officer.

### **Apologies**

An apology for inability to attend was reported for Alderman Rodgers.

### **Chairperson**

In the absence of the Chairperson, the Working Group agreed that Councillor Bunting would Chair the meeting.

### **Minutes**

The minutes of the meeting of 8th September, 2021 were agreed as an accurate record of proceedings.

### **Declarations of Interest**

No Declarations of Interest were reported.

### **Customer Focus Programme update – operational review of Customer Hub findings and recommendations**

The Customer Services Manager provided the Members with an update on the Customer Focus Programme's operations from April 2021. He pointed out that the hub had received 1300 requests for service from Elected Members, 75 percent of which were dealt with within four days, he added that, on average, 36 Members were contacting the hub monthly.

He referred to the independent health check carried out by Navigation Partners to assess the Customer Hub's performance. He highlighted to the Members the initial observations that had been made by Navigation Partners, which included:

- That there were strong committed staff with a dedicated management team;
- Despite challenging delivery timescales during unprecedented times, the Hub had delivered to schedule;
- The customer experience was improving and the services had reached a stabilised phase; and
- That there was opportunity to assess the current positioning and processes to support its growth and drive to effectiveness.

He reported that the recommendations focused on areas where optimisation of customer service could be realised or processes implemented to support the growth of the services, including the following:

- Telephone system changes;
- Operational improvements;
- Service performance;
- Measures and key service performance indicators;
- Process and prioritising change; and
- A repeatable onboarding process.

He outlined actions which were to be taken to manage the fluctuating demand of increased services, including resource planning, forecasting and workforce management, resource requirements meeting demand and the delivery of improvements to knowledge management as part of a new service onboarding process. He updated the Working Group on the key performance indicators (KPIs) for quality and service performance and outlined how the measures undertaken will inform the KPIs.

He detailed the onboarding process by explaining the steps to be undertaken to move from transition to transformation, including scoping the service, managing transition, embedding the service to reach full service design and transformation.

The Customer Services Manager reported that, the Corporate Management Team had updated on the review of the Customer Hub operation and had agreed to note the recommendations and approach set out for the transitioning and transformation of services.

The Customer Focus Programme Director informed the Working Group that Building Control was to be the next service to be onboarded to the Customer Hub which would incorporate a new building control operational system, and that the approach will be reviewed and refined to use as a template to onboard further services to the Customer Hub.

The Working Group noted the update.

### **Elected Members Blueprint - exploring information needs**

The Customer Focus Programme Director outlined to the Working Group how the Customer Focus Programme had been assessing the needs of elected Members in order to tailor the Customer Hub to the needs of the Elected Members.

She informed the Members that the app had been enhanced so that Members would be able to directly contact the officer responsible for each issue. She reported that work had been continuing with services to improve their responsiveness to requests and that the app would allow tracking of issues, to allow Members to monitor the progress of issues raised.

She highlighted that dashboards were being developed for senior officers to provide data on service specific issues and analytics were beginning to be developed. She added that, moving forward, a workshop would be held with Members to assess their needs and that a survey would be carried out for all Members and that the Members' Portal would be reviewed with the Task and Finish Working Group to assist the Elected Members with the day-to-day work with their constituents.

The Task and Finish Working Group noted the update.

Chairperson