

# Customer Focus Task and Finish Working Group

Thursday, 10th March, 2022

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

Members present: Councillors Black, Flynn

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;  
Ms. L. Scott, Project Manager, Continuous Improvement  
Ms. C. Donnelly, Democratic Services Officer; and  
Mrs. G. Boyd, Democratic Services Officer.

### **Apologies**

An apology for inability to attend was reported for Councillor Hutchinson.

### **Minutes**

The minutes of the meeting of 22 February, 2022 were agreed as an accurate record of proceedings.

### **Declarations of Interest**

No Declarations of Interest were reported.

### **Outline plan for next phase of development of Elected Members' requirements**

The Customer Services Programme Director advised the Members that the purpose of the meeting was to give Members an update on the effectiveness of the Elected Members' App and to take the Members through the next phase of development for the app. She also advised that she would take the Members through the draft survey and that, whilst she intended to engage with all 60 Members, she wanted the Customer Focus Group's opinion on the first draft.

The Customer Service Manager gave the Members an update on the how many Members were using the app. He advised that to the end of January there had been 1300 requests received, of those 75% were fully completed within 4 days. Each month there

were 36 distinct Members that used the app and 50 out of the 60 Members had used the app across the board.

The Customer Service Manager detailed how the Members recorded their constituency issues. 72% were received by email and 23% used only the app. Social Media was also regularly screened by BCC's social media team to ensure any issues were highlighted, reported and logged with the Hub team. The hub received very few calls recorded, 57 in total in the past year. The requests were mainly about parks, litter and bin collections. The data would be used for service redesign and future intervention.

The Customer Services Programme Director informed the Members that the aim of the survey was to identify further enhancements to the app and if additional support for its use was required. The purpose of the app was to serve the Members in their day-to-day constituency work, so it was important that she heard from them how the app could be improved.

She referred Members to the customer hub blueprint that had included a number of concepts, including a telephone number, a dedicated email and an app to deal with Members' queries. The Customer Service Manager referred to the bin collection information report that was circulated to Members and informed them that further information and dashboards would be circulated to Members in the coming months.

The Group noted the information which had been provided.

### **Consideration and agreement on content of Elected Members' Survey**

The Customer Service Programme Director introduced the Members to Louise Scott, the Project Manager for the Customer Focus Programme, who would be overseeing further development of the Members' App and the information gathered from the survey. She advised the Members that they had received a draft of the survey in advance of the meeting. The Members discussed the draft and asked the Project Manager to amend a few questions, particularly the question asking if the Members had used the app. The Project Manager said she would consider using branching in the survey so the Member could move to the next section. The Members suggested that it would be worthwhile including a question to ask if Members felt they would benefit from further training on the app. The Project Manager agreed to make the suggested amendments and would recirculate the amended survey to the Working Group. The Customer Service Manager undertook to compile a dashboard from the information gathered through the app to show the Members the type of information they could collect and how the dashboards could be tailored to meet specific information requirements.

The Members were advised that the survey would be sent out after the April Council meeting and would be open for 2 weeks to allow the Members time to respond.

Noted

### **Next Steps**

The Customer Service Programme Director asked the Members if they could add the Elected Members' survey to their Party Group meetings to help promote the survey and encourage their Members to respond. She thanked the Members for their continued support and agreed to keep the Members updated through these sessions.

Chairperson