

CORPORATE AND COMMUNITY SERVICES

Portfolio Holder Statement Update Oct 2012

1. What have the measures in the Portfolio Holder Statement been telling you about how things are going in the service since April 2012?

Customers continue to be satisfied with service in the One Stop Shops, as measured by paper and electronic feedback forms, and the volume of visits is staying relatively constant. Slightly higher volumes were recorded in Warwick which are likely to be due to increased traffic with the library being relocated to Shire Hall. Lower levels of satisfaction in Warwick OSS are likely to be because there is a kiosk (which makes it easier for customers to record their views) and because customers rate the service of the entire building including the post office. Users continue to rate their satisfaction of the website service highly. The ICT service had a high satisfaction rating from internal customers (6.3 out of 7) and the systems availability continued to be high (between 99.8 and 100%). The number of visitors to the website is continuing to increase, whilst the number of calls to the Customer Service Centre (CSC) is decreasing. Compared with the previous year, the number of abandoned calls is lower both in volume and as a percentage of calls offered. As part of the integration of the CSC Council Tax training was rolled out to new WDC and WCC staff prior to the April peak in calls. This resulted in lower abandoned rates. The number of attendees at Community Forums was significantly higher in June, related to community interest in the Local Plan.

2. Which measures have been of particular interest or concern during the period since April and what have you learnt about your systems from these measures?

A new measure introduced this year is "Community Priorities delivered" which measures how priorities identified at Community Forums have been delivered. These are important to our communities so we need to measure how we and our partners are delivering. While measuring it became apparent that although some priorities are short term (3 months), others are longer term (6 to 12 months or longer). Hence the measure is now updated so we track both. The first round of forums has 24% of priorities delivered with 76% ongoing work.

The changing behaviour of customers was shown by the continued increase in web demand and decrease in CSC demand. There was also an increase in use of Twitter by customers. The teams working in the One Stop Shops (OSS) have been integrated, and Warwick library has been moved to Shire Hall. There was an increase in customer demand at Kenilworth and Warwick OSS immediately after these changes, though demand has now returned to previous levels.

There was a large peak in attendees at Community Forums in the District. The local plan was presented to the Forums in June. This shows that where there is a topic of interest to the community, they attend Forums.

Fit for the Future progress is on track. The new HR & OD team has a new process for tracking overall progress and is monitoring the completion rate of projects.

3. What have you done to date as a result of learning from these measures?

Overall, we introduced trend data into the measures so we could compare to previous year data. The measures are discussed at team meetings and with the Senior Management team. Measures are shared monthly with the Portfolio Holder and Shadow Portfolio Holders.

The increase in web demand has been factored in to the business case for the new Web Content Management System. Although the volume of telephone calls and face to face demand is decreasing overall there are no plans to reduce resource numbers. The impact of Universal Credit on these services will need to be evaluated once more details of the delivery mechanisms are available.

The Channel Strategy covers a number of areas of improvement and the adding of services to the web. Increasing use of mobile devices (such as smartphones and tablets) to access the web have prioritised the work to improve the mobile web service. There are plans to move the responses to Twitter to customer services, to ensure customers get a fast and accurate response to queries. The new Customer Contact Manager is combining website analytics with other customer data such as phone statistics and One Stop Shop visits, to help service areas design services which meet the needs of their customers.

The CSC integration is continuing to progress with a number of services being trained across WDC and WCC staff. Council Tax calls peak in March & April when the new bills are sent out. Both WDC and WCC staff were trained to deliver these calls. These include Blue Badges and Housing services.

Fit for the Future Progress: The service area was reviewed and a new HR & OD team put in place. The team prioritises and then project manages the projects in the Programme.

4. What has been the impact of what you have done to date?

One Stop Shops: The number of customer feedback forms (paper and kiosk) received is increasing. By integrating the OSS teams, we have been able to reduce the impact of reduction in library hours in Warwick District, which has improved the service to our customers.

Website: All areas now proactively put update information on their web pages, to reduce the number of calls customers need to make – for example, confirmation of rubbish collection on bank holidays.

CSC: By focussing on Council Tax training in particular, we aimed to mitigate the increase in calls at peak time (March/April) and reduce the abandoned call rate. The April 2011 Abandoned rate was 19% and the April 2012 Abandoned rate was 12%.

Community Forums: a number of different meeting formats and timings are being tried, such as daytime meetings to increase attendance. By bringing an important

issue (Local Plan) to the Forums, attendance was high. Grant funding continued to be done via the Forums which increases attendance.

5. What else do you plan to do as a result of learning from these measures?

Review the possibility of collecting customer satisfaction data for the telephone service. It is possible that the new Customer Relationship Management (CRM) system, which we are preparing to tender for, will be able to do this. Current satisfaction is based on proxy measures like waiting times and abandoned rates.

Continue to monitor the completion of projects in Fit for the Future. Review the delivery of benefits from the projects to make sure they are captured.

6. Of your key projects (as identified in your portfolio holder statement) how many are on track and how many are not? Of those that are not on track please indicate which milestones have been changed and what the revised dates are.

Project	Progress	Original milestones	Revised milestones
Integrate CSC with WCC, including SLA	Ongoing	Integration December 2012.	N/A
Locality Working Review	On hold pending WCC review	Committee Report September 2012	Committee Report December 2012
Self Service access to HR system	Ongoing	Start June 2012. Complete January 2013.	N/A
Review of C&CS Structure	Complete	Ending June 2012	N/A
Leamington OSS	Ongoing	Start June 2012	Started August 2012
Savings from data storage – feasibility study	Ongoing	Start April 2012 End June 2012	End October 2012
Shared Services Web – feasibility study	Ongoing	Start June 2012 End September 2012	End October 2012
Shared Services Media Room	Ongoing	Start March 2012 End October 2012	N/A
WDP CRM replacement	Ongoing	Start April 2012 Tender out March 2013	N/A
ICT Strategy Action Plan	Ongoing	Start April 2012	N/A
Channel Strategy Action Plan	Ongoing	Start April 2012	N/A
Web CMS replacement	Ongoing	Start April 2012 Committee October 2012	Committee November 2012

Workforce Planning	Complete	End September 2012	N/A
Comms Strategy & Action Plan	Ongoing	Start April 2012 End June 2012	Start July 2012 End October 2012

7. Does your Service Area Plan/Portfolio Holder Statement need to be amended? If so, please describe the changes.

Removed Customer Channel Satisfaction Measure as it is not yet possible to measure this. Removed HR satisfaction as a one-off measure as the service satisfaction is being monitored continually.

Removed Chase Meadow Community Centre project as this is monitored as part of the Fit for the Future programme rather than in the service area.