

## CUSTOMER AND COMMUNITY SERVICES DIRECTORATE

### BRIEFING NOTE

<b>PREPARED FOR:</b>	Executive Councillor Neil McGovern		
<b>CONTACT OFFICER:</b>	Jonathan James and Chris Bolton	<b>TEL NO</b>	Ext 8603
<b>SERVICE:</b>	Customer Services	<b>DATE</b>	5 <sup>th</sup> March 2012
<b>SUBJECT:</b>	<b>Cambridge City Council Customer Service Improvement Projects</b>		

#### **Purpose**

The purpose of this briefing note is to notify the Executive Councillor on the proposals to implement three improvement projects in Customer Services:

- Automated Payment Machine
- Touch Screen Information Kiosks
- Reception Building Works

The projects has been identified as key enablers in providing the customers of Cambridge City Council choice to access Council services in their local communities, minimise customer waiting times and allow the reallocation of resources in the customer service centre.

#### **Background**

Since its inception in 2008 the Customer Service Centre has brought together an increased range of services to customers through the contact centre, on-line services, face to face and payments (formerly cashiers) in one location and over extended hours of operation. This has been completed with minimal disruption to both service provision and overall performance.

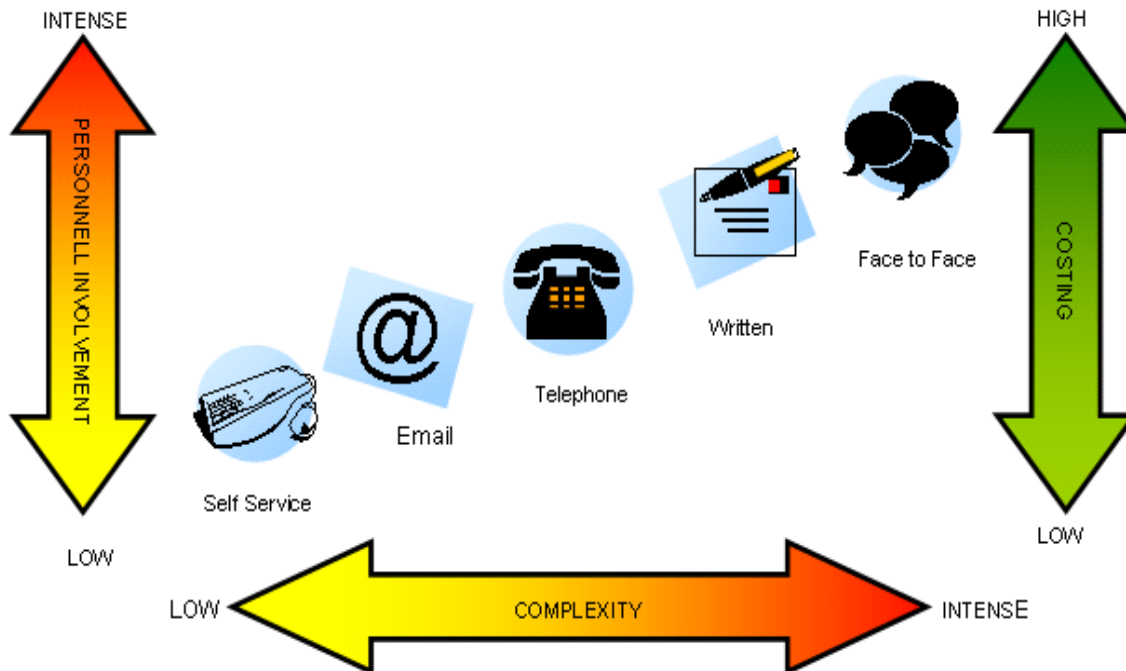
Since then technology and digital communications have significantly improved and there is a need for more fundamental change, driven by innovation at all levels and in all ways – people, processes, and technology. We need to develop multiple ways for customers to access our services, to harness technology and improve the speed and flexibility of service provision.

With a new Customer Access Strategy being developed it is now timely to review future customer service delivery with the following strategic principles underpinning that we:

- Provide straightforward, high quality, value for money service through a choice of access channels.
- Put the needs of the customer and local communities at the heart of service design.
- Increase resolution at first point of contact and reduce avoidable contact caused by service failures, progress chasing and poor communication.
- It is important that we allow customers greater choice by developing multiple ways for customers to access our services. These channels should harness available technology to improve the speed and flexibility of service provision and at the same

time deliver efficiency savings.

As the diagram and table indicates below significant efficiencies can be achieved by promoting self-service.



Channel	Average cost per transaction
Face to face	£14
Telephone (through call centre)	£4
Self service	20p
Web	17p

**What is being proposed?**

An automated payment machine is to be installed at Mandela House to give customers choice between face to face or undertaking the transactions themselves in their own time, reduce queuing times and speed up transaction times.

Since 2008, the volume of face-to-face visitors to the Customer Service Centre has increased and highlights the need for investment to increase the centres’ capacity for dealing with visitors. The building of an additional interview room and two desks in the reception area of the Customer Service Centre will reduce queuing times, allow customers greater access to Cambridge City Council services and council information.

Touch screen information kiosks have been identified as a key enabler to providing service to customers with access to Council services in their local communities. This has been borne out by the successful implementation of the CCAB information kiosks across the city.

It is initially planned that the Information Kiosks would be located at key customer access points across the city e.g. City Homes North, 171, Arbury Road and City Homes South, Cherry Hinton Road, where customers will be able to ‘connect on demand’ to the Council’s Contact Centre located in Mandela House.

The use of Touch screen information kiosks enables access to services anywhere in the city where there is a secure location. If customers want to access face to face or telephone services then these would still be available at the area housing offices and Mandela house as usual.

**What about existing information kiosks used by CCAB**

Existing CCAB kiosks which provide information only have already been deployed in the city. These are providing a valuable resource for residents and customers especially those vulnerable adults in need of independent advice and help.

Customer services are working closely with CCAB to ensure that any self-service kiosks complement the role out of the CCAB kiosks. The self-help kiosks will not be used along side CCAB ones though there may be future occasions at high customer transactions sites to look at sharing kiosks to give customers greater access to services. If this does occur then this would free up the CCAB information kiosk to be deployed else where in the city.

**Recommendation/s:**

It is recommended that the proposal for the three customer service improvement projects be approved.

**Background papers:**

ICTSG Project Appraisals February 2012.