

Appendix A: A summary of the Customer Service Transformation April to December 2015-16.

Channel Shift & Transformational Programme of work completed during November 2014 – December 2015

- Upgraded Qmatic Ticketing System to allow customers and officers to serve better. There is still major work to be carried out here.
- Implemented Stand Up Customer Kiosks within the Customer Service Centre
- Re-imaged and image standardisation of the sit down kiosks within the Customer Service Centre to be easier to navigate for our customers.
- School Admissions migration to Customer Service Line (CSL) plus online improvements.
- Reduction of Cash Payment Transactions within the Customer Service Centre (CSC).
- Implementation of Media Blending on the Customer Service Line to shift contact.
- Improvements to the Travel Aid process.
- Shifting of Customer Service Face to Face Contact to the Customer Service Phone Lines within the Customer Service Centre.
- Implementation of Multi-Function Device (MFD) scanning within the Customer Service Centre at source preventing the need for our customers to join queues.
- Signage Changes to encourage Channel Shift within the Customer Service Centre.
- Automated Payment Line Improvements within the Customer Service Line.
- Investigated options around Channel Shift Improvements at Gilroes Crematorium.
- Investigated improvements to the Pest Control Process.
- Garden Waste payment amendments on the Banking Automation Machines.
- Assisted the Blue Badge team in getting the Blue Badge process online.
- Banking Automation Improvements so that customers can pay on the banking automation machines.
- Working with parking over the improvements in the Penalty Charge Notice process.
- Working with Licensing on improvements to the way that they deal with Customers at the Customer Service Centre and moving them from Wellington House.
- Initiated work to look at business improvements within Registrars, Births, Deaths and Marriages.
- IVR changes to promote online activity instead of our customers using the phones.
- Reduction of verification transactions at the Customer Service Centre
- Introduction of more hard stops on the Customer Service Line to promote online activity.
- Migration of Electoral Registration phone calls to the Customer Service Line
- Improvements to the printing and mailing process within Revenues and Benefits

- Transfer of Saffron Lane Customer Service to Pork Pie community Centre.
- The digitalisation of Pork Pie Interact Hub.
- Improvements to the Housing Benefit online form.
- Shifting Council Tax contact and payments onto the web.
- Housing Options Face to Face (F2F) moving into the CSC
- Housing Options phones Tier 1 and triage for tier 2 (homeless duty) handled by CSL
- Consolidation of F2F contact for Adult Services moved into Granby Street.
- Procured a new Customer Record Management (CRM) system
- Built and implementation of the new CRM system
- Implementation of a new product called PayPoint (credits fuel cards)
- Lead the IT procurement and Installation of the Department for Communities and Local Government Intelligence Hub
- Improvements to the Council Tax Special Payment Arrangement (SPAR) online form.
- Developed and implemented a Discretionary Housing Payment (DHP) online form.