

# **BROMSGROVE DISTRICT COUNCIL**

## **PERFORMANCE MANAGEMENT BOARD**

**23rd March 2007**

Responsible Portfolio Holder	Cllr June Griffiths
Responsible Officer	Deb Poole

### **Customer Service Centre Performance**

#### **1.0 Summary**

- 1.1 The purpose of this report is to inform the Performance Monitoring Board of;
  - 1.1.1 the process for generating monthly performance reports provided by the Customer Service Centre (CSC).
  - 1.1.2 to explain the composition of the telephony related indicators contained in the monthly performance reports.

#### **2.0 Recommendations**

- 2.1 It is recommended that:
  - 2.1.1 the Customer Service Centre Performance Report for January 2007 be noted.

#### **3.0 Background**

- 3.1 The Worcestershire Hub Programme was introduced in 2002 in partnership with the 6 local District Councils. The aims of the Hub focus on improving access to a wide range of public services - this includes providing clear ways of accessing services, focusing on the needs of customers, ensuring efficient and effective operations and dealing with enquiries at the first point of contact.
- 3.2 Members of the public receive services from the CSC either in person or via the telephone. Details of enquiries are captured on the e-shop Customer Relationship Management system and either dealt with directly by the person taking the enquiry or passed to another member of staff in the back office.

#### **4.0 Statistical analysis**

- 4.1 Statistics for inclusion in the monthly performance reports are generated automatically by the County Council's Data Analyst who produces monthly reports for the Hub Partnership and by the CSC Manager who produces BDC's

report (attached). Data is gathered from the Customer Relationship Management System (E-Shop) and from the Hub wide telephony system. Reports are generated using this data and circulated to the rest of the Hub and to other departments within BDC. The reports are used to monitor performance within BDC and to compare performance between Hub partners. The information is also presented at monthly Strategic Hub Board meetings.

4.2 There are three telephony related PI's detailed in the monthly report. These are:

- Telephone Service Factor (TSF) - 80% or more of total **calls** for month answered within 15 seconds
- Telephone Service Level - on 90% or more of **days** in month the daily TSF target is met (TSF = 15 seconds)
- Average speed of answer - An average speed of answer of 15 seconds or less

## 5.0 Performance

5.1 Feedback from members of the public about the quality of face to face services provided at the CSC is very positive. Face to face transactions are proving successful and customers feel they are receiving high quality services from the CSA's. Performance indicators show that the CSC is exceeding the agreed target for face to face transactions.

5.2 Telephony services provided by the Hub are currently operating below measured performance levels and indicate a fluctuating trend across the last 12 months. Please see Customer Service Centre Performance Report for January 2007 attached. The CSC took 9184 telephone calls during January 2007. An increase of 3000 calls compared with December 2006.

## 6.0 Financial Implications

6.1 There are no financial implications for Bromsgrove District Council.

## 7.0 Corporate Objectives

7.1 Performance reporting contributes to the corporate objective to improve service performance.

## 8.0 Risk management

8.1 There are no risk management issues

## 9.0 Customer implications

9.1 The CSC contributes to the overall customer experience so it is vital that both performance and service delivery improve at the CSC and in the back office departments.

## 10. Other Implications

Procurement Issues - none
Personnel Implications - none
Governance/Performance Management - see 7.1 above
Community Safety including Section 17 of Crime and Disorder Act 1998
Policy - none
Environmental - none
Equalities and Diversity - none

## 11. Others consulted on the report

Portfolio Holder	Yes
Acting Chief Executive	Yes (monthly report circulated)
Corporate Director (Services)	Yes (monthly report circulated)
Assistant Chief Executive	Yes (monthly report circulated)
Head of Service	Yes (monthly report circulated)
Head of Financial Services	Yes as H of S
Head of Legal & Democratic Services	Yes as H of S
Corporate Procurement Team	No

## 12. Appendices

Customer Service Centre Performance Report for January 2007

## 13. Background papers

None

## Contact Officer

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