

CHESHIRE EAST COUNCIL

CABINET

Date of meeting: 2 December 2008
Report of: David Naylor
Customer Access - Proposed Guiding Principles, Objectives & Vision

1.0 Purpose of Report

- 1.1 The purpose of this report is to approve the proposed guiding principles, objectives and vision for Customer Access contained in the attached document. This will lead to the production of a Customer Access Strategy for Cheshire East.

2.0 Decision Required

- 2.1 To approve the proposed guiding principles, objectives and vision for Customer Access.

3.0 Financial Implications for Transition Costs

- 3.1 Delivering day-one functionality is on schedule and should be achieved within the agreed Customer Access Transitional Cost Allocation.

4.0 Financial Implications 2009/10 and beyond

- 4.1 The future for Customer Access is that the service and its dedicated revenue budget will grow. However, resource transfer will balance this as more services are delivered in the front office and less in the traditional middle office.
- 4.2 Corporate costs will also be reduced as end-to-end business processes are reviewed within a corporate business improvement initiative. This will aim to centralise and aggregate activities, cut out non-productive tasks and electronically enable others. The net result of this will be that significant resources are aggregated and released for efficiency savings or used to invest elsewhere within Cheshire East.
- 4.3 Further efficiency savings will be delivered by reducing unnecessary (avoidable) customer contact, which for Cheshire East and other Councils may be as high as 40-50%. In addition to this is the drive to migrate a significant proportion of Cheshire East's 2.25 million customers to using more accessible and cost effective self-delivery channels.

- 4.4 The net result of all this is a significant although as yet undefined net corporate saving to Cheshire East
- 4.5 In terms of capital spending there will be the need to procure or roll out hardware and software solutions such as Customer Relationship Management (CRM) and its links to the website and middle office systems. Others will include upgraded customer call and visitor handling and messaging systems and ultimately a new or rolled-out telephone system for Cheshire East.
- 4.6 These Capital costs are currently being more clearly defined and will be informed by the development of neighbourhood hubs and the face-to-face upgrade/rationalisation programme. They will all be the subjects of detailed business case appraisals.

5.0 Legal Implications

- 5.1 There are no significant legal implications

6.0 Risk Assessment

- 6.1 The Customer Access Documentation submitted to and approved by the Performance & Capacity Board includes a risk log and mitigation measures.

7.0 Background and Options

- 7.1 See attached report

8.0 Overview of Day One, Year One and Term One Issues

- 8.1 See attached report

9.0 Reasons for Recommendation

- 9.1 To approve the approach being taken regarding the development of customer access and to enable a Strategy to be produced to take Cheshire East Council to service excellence by 2012.

For further information:

The attached Interim Strategy contains all the relevant details

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