Customer Connect Programme Workstream Note (April 2021)

Digital Update

Highlights of the technology elements delivered as part of the original Digital (2016) and Customer Connect Business Case (2018) include;

- a replacement website which is continually being improved as part of the Customer Contact Scrum,
- a replacement Customer Relationship Management system used by Customer Services, Case Managers and Specialists,

The implementation of our digital platform, including My Account, was a key milestone for the programme. My Account was enabled (soft launch) in May 2020 and now includes a number of most used transactions such as fly tipping and order new recycling equipment. The number of transactions continues to grow and are continually being developed with additional functionality such as payment integration, which went live recently with the new parking permit application.

In February 2021 the council achieved integration between My Account and the newly launched digital portal for Revenues and Benefits. This functionality allows customers to link their My Account with their council tax, business rates, housing benefits and/or landlord services. In the coming months, new customer self-service forms will be going live such as a new online Housing Benefits form.

It was always agreed that the promotion of the account would be linked to the Revenues and Benefits digital portal going live around annual billing time. This has all be completed on schedule and in March 2021 My Account was promoted externally as part of annual billing and via social media and South Lakeland News. Over 2,000 accounts were created in the first two weeks and thanks to ongoing promotion through various channels it is increasing by around 80 per day. As of the end of March we have 5,000 customers signed up.

The digital platform has been instrumental in supporting the delivery of all the business grant applications which has led to over £100million being paid to businesses in South Lakeland.

Work continues to priorities remaining digital elements, originally highlighted as part of Customer Connect (2018) and also continual improvement work for systems which would be considered outside the scope of the original programme. This piece of work is required as we transition from the Customer Connect Programme into business as usual and deliver continual improvement in a sustainable way.

People Update

The people workstream continues to focus on communications regarding health and wellbeing and themed promotions. The third staff survey is currently underway with questions on health and wellbeing. The team are continuing to promote the employee assistance programme.

As part of the remaining transition activity work on identifying the skills gap analysis is resuming. This will be carried out in line with the new employee appraisals which will commence in April 2021.

There is 'Bitesize HR Training' up and running for all team leaders and, following the success of the 'Team Talk' sessions in late 2020, an additional series will commence in April. This provide staff with the opportunity to talk to members of the leadership team about a particular issue.

Process Update

The process workstream has been created to bring a focus to the remaining transition activity. As services are at different stages of development with the Customer Connect model and facing different challenges in terms of business as usual workload we've broken them down into three tranches of work.

All 13 services in tranche one will take part in workshops during April. Each service area will be assessed against four streams of activity;

- customer services – understanding what requests customer service can triage and how we can share knowledge with CSAs,
- information flow – understanding the handoffs in a process between the various job families,
- policies and procedures – making sure each service has up to date policies and procedures in place
- opportunities and blockers – identifying other potential blockers to the above work and/or other opportunities for efficiencies

This is to ensure they have the support and tools to work as efficiently as possible in the new model. The outputs from the process workstream will be shared with the digital and people workstream and the wider business for action.