

CONTACT CENTRE ACTION PLAN

Area	Action	Who	When	Comments
Contact Centre(CC)	Amend the greeting messages to provide information regarding the portal and website services	Anita L/ Team leaders	Ongoing	<p>This in in the process of being completed but as more processes are available online ensure messages are regularly refreshed and channel shift customers away from phone lines.</p> <p>This review is ongoing. On the new system we have taken the customers comments on board. At present we are promoting the on-line new claim and change of circumstances form for Benefits and the on-line direct debit form for Council Tax. Messages will be amended as new services are brought on line.</p> <p>We now advise customers of their position in the queue, which according to a recent national public survey is the most helpful message to people waiting in a queue.</p>
Council Tax(CT)	Outsource Council Tax backlog. Engage Meritec.	Kate H	Start w/c Jan 4th	<p>Backlog under control before annual Council tax billing. Reduction of backlog will reduce calls chasing action on correspondence and improve accuracy of recovery action.</p> <p>This action is now complete and general council tax work is being processed within a two week period.</p>
Case Management(CM)	Mitigate peaks in call volumes by managing outbound mail better and where possible avoiding large batches of letters	Kate H	Jan 2016	<p>Work is being undertaken to move Council Tax outbound mail to Synertec. As well as saving on cost this will allow us to send batch mailings (reminders) on a daily basis.</p> <p>Large volume items such as daily bills, reminders, summons have been moved to Synertec however further work is required to streamline internal system procedure before we can move to sending daily reminders. Northgate are carrying out a health check of our systems in Nov 16</p>

Case Management (CM)/Commercial Services(CS)	Failure demand analysis.	Kate H, Drew P, Jane Savage	Jan 2016	<p>Targeting calls which are a result of failure demand. Reduced backlogs should reduce calls into the call centre. External companies being used for CT & Planning to reduce the backlog. Commercial Services are reviewing the blue sacks for South Hams to either go to a re-useable bag or annual deliveries to reduce the calls coming into the Contact Centre.</p> <p>Review of how we capture failure demand coming into the contact centre complete.</p>
Contact Centre(CC)	Work with CM and Commercial Services to produce an annual timetable to ensure we can prepare in advance for when extra resources are required.	Anita L/Kate H/Neil G	Jan 2016	<p>Additional resources may be 'borrowed' from other areas e.g. Case Management or Localities, alternatively temporary staff could be used. Leave requests can also be managed as much as practicable.</p> <p>At the moment pressure on Case Management has not allowed for movement of staff to support contact centre.</p>
Communications	Work with Communications to ensure that we are keeping customers updated on issues, call peaks etc. via social media and the website	Anita L / Lesley C	Jan 2016	<p>Call volumes can be reduced just by keeping customers better informed of current issues.</p> <p>Social Media and the website is being used to keep customers updated.</p>
Contact Centre(CC)	Review the work the CC do, should it sit in CC	Anita, Louisa, Lucy & Mark	Jan 2016	<p>Looking to allocate Switchboard to 1 dedicated person to see if this helps the CT pilots, reviewing outbound calls and where they should sit, deciding where the cut-off point is the CC or CM.</p> <p>Switchboard now has a dedicated person and this is working effectively.</p> <p>We are looking at automating this facility to free up the team member to deal with more complex calls.</p> <p>Review is ongoing as to where in the process the Contact Centre team member should cease and Case Management to take on the case.</p>
W2	EH and remaining waste processes to go-live	Transition team	February 2016	<p>This will reduce demand as once a process is in W2 then customer will receive regular updates by text or email. Aware that some processes will shift work either from Contact Centre to CM or vice versa so this will need to be managed carefully. Legacy waste systems removed from contact centre.</p>

				<p>Waste processes all in W2. High volume processes have been amended to reduce information gathering and hence call time. Failure demand and update emails to customers designed to encourage web reporting of issues to remove contact centre demand.</p> <p>Web reporting of Environmental Protection and Street-scene issues also live on web.</p> <p>An audit of W2 use in each area will take place over the next few weeks and changes to processes to reduce contact centre demand will be a key aim.</p>
W2	Council Tax Portal to go-live	Transition team	March 2016	<p>Go-live of integrated processes in the portal will reduce incoming calls and post. Online Direct Debit a priority for CT.</p> <p>New registration and authentication process is in final stages of testing and updating to ensure it delivers a smooth customer experience.</p>
Case Management(CM)	Training in areas where there is a lack of expertise at present.	Kate	Feb 2016-ongoing	<p>Continued cross training of case managers to provide resilience. Ensure all areas are covered and all processes completed within their time-frame.</p> <p>Performance in CM has improved, notably in areas that generate high call volumes. Backlogs in Council Tax and Waste reduced and channel shift in Benefits has been identified.</p>
Contact Centre(CC)	Staff training	Anita L	March 2016	<p>Ensure all permanent members of staff are trained to take Council Tax and Non Domestic Rates calls. Ensure face to face staff at Kilworthy are able to provide support to Contact Centre during busy periods eg starting to provide support for Council Tax and Waste. Possible switchboard cover in the future.</p> <p>All permanent staff are trained to take on Council Tax, training has started for Non-domestic Waste training. Face to face staff at Kilworthy have been supporting the Contact Centre where possible.</p>
Contact Centre(CC)	New telephony	Anita L/Shane Carpenter	July 2016	<p>This will give us more control over the reporting without the need to contact an outside firm or IT. Will enable the Contact Centre to interact with Lync allowing seamless transferring of calls to CM, speeding up call transfer.</p>

				<p>Added functionality will increase flexibility and fit better with new way of working. Will allow us to advise customers of their place in the queue.</p> <p>New phone system is now live for all calls in the Contact Centre.</p>
Contact Centre(CC)	Review the telephone statistics that are used to measure performance	Anita L	Sep 2016	<p>Ensure they are still relevant and reflect what is important to the customer. At the moment unable to change the parameters and amend reports, with new telephony should be able to tailor the stats to the new way of working.</p> <p>Now the new phone system is in place we are reviewing the performance information we provide.</p>