

# Corporate Performance and Resources Scrutiny Committee Task & Finish Group 2023

## To Review the Performance and Development of the Corporate Contact Centre

### Planning & Scoping Document

<b>Task &amp; Finish Objective</b>	<p>To review and examine the performance and development of the Corporate Contact Centre and how the current policies, procedures and operational responsibilities are structured to manage customer telephone contact in Carmarthenshire.</p>
<b>Context</b>	<ul style="list-style-type: none"> <li>• The Corporate Policy and Resources Committee has a key role to play in monitoring services, development of key policies and strategies, as well as identifying areas for improvement or development within their remit.</li> <li>• The Contact Centre deals with incoming calls, emails and social media from members of the public, all departments, external agencies e.g Dyfed Powys Police</li> <li>• The service is delivered Monday to Friday 8.30am to 6.00pm. Calls outside of these times are handled by Delta Wellbeing.</li> <li>• Currently it deals with 200,000 calls per annum with performance on call handling waiting times, abandoned calls and longest waiting times monitored.</li> <li>• There are other service areas that receive calls directly and performance of these calls are not included in the monitoring of the contact centre</li> <li>• The service offers a bilingual service giving customers the option on the telephony to select the language of their choice.</li> <li>• A 'menu' option is available to customers to select the service they require which directs them to the appropriate officers in a more efficient manner.</li> <li>• Constantly review processes and work with service areas to improve customer experience and understand the demand that is coming into the service</li> <li>• Learned from Covid that the awareness of a centralised contact centre increased with customers and service areas.</li> </ul>
<b>The main aims of the review</b>	<ul style="list-style-type: none"> <li>• Understand, review and monitor the performance of the contact centre</li> <li>• Review the procedures and resources dedicated to dealing with incoming customer telephone queries</li> <li>• Review the sporadic nature of direct calls being handled by service areas</li> </ul>

	<ul style="list-style-type: none"> <li>Formulate recommendations and actions for consideration by the Cabinet that can develop a strategic approach to customer contact in Carmarthenshire.</li> </ul>
<p><b>Scope of the review</b></p>	<p>This review will focus on the current policies, procedures and how operational responsibilities are structured in response to customer telephone contact in Carmarthenshire Council.</p> <p>The review will need to explore:</p> <ul style="list-style-type: none"> <li>The council services being delivered by the contact centre and how to expand and develop the service putting the customer at the heart of the review.</li> <li>How the sharing of information between contact centre, service areas and other agencies is currently undertaken.</li> <li>Explore whether current service provision is sufficiently robust, consistent, coordinated, non-duplicitous, provides measurable outcomes and presents value for money.</li> <li>Research new ways to raise the profile of the service and to attain recognition of the specialist body of skills, knowledge and support of customer telephone contacts to residents of Carmarthenshire.</li> <li>Formulate recommendations for consideration by the Cabinet.</li> </ul>
<p><b>How it will contribute to achieving corporate / community objectives and well-being objectives</b></p>	<p>Undertaking this review will coincide with the Council's Vision:- <i>'Life is for living, let's start, live and age well in a healthy, safe and prosperous environment'</i></p> <p>The review will touch possibly every one of Carmarthenshire's Well-being Objectives from the County Council's Corporate Strategy 2018-23 (<a href="http://intranet/media/654960/corporate-strategy-18-23.pdf">http://intranet/media/654960/corporate-strategy-18-23.pdf</a>).</p> <p>However I would emphasise the following 4:</p> <ul style="list-style-type: none"> <li><b>Live Well</b> <p><b>Wellbeing Objective 9</b> Supporting good connections with friends, family and safer communities</p> <ul style="list-style-type: none"> <li><b>Age well</b></li> </ul> <p><b>Wellbeing Objective 10</b> Supporting the growing number of older people to maintain dignity and independence in their later years.</p> </li> <li><b>Healthy, Safe and Prosperous Environment</b> <p><b>Wellbeing Objective 14</b> Promoting Welsh language and culture</p> <p><b>Wellbeing Objective 15</b> Building a Better Council and Making Better Use of Resources</p> </li> </ul>

<p><b>List of key stakeholders</b> [not exhaustive]</p>	<p><i>Direct Stakeholders</i></p> <ul style="list-style-type: none"> <li>• All departments and officers of the Council</li> <li>• Members</li> </ul> <p><i>External Stakeholders to be consulted</i></p> <ul style="list-style-type: none"> <li>• Members of the public</li> <li>• Public Service Board partners</li> <li>• Town and Community Councils</li> <li>• Customer Focus Wales</li> <li>• Others as identified</li> </ul>
<p><b>What information / documents are required to inform the work of the study?</b> [not exhaustive]</p>	<ul style="list-style-type: none"> <li>• Call handling data</li> <li>• Types of enquiries received</li> <li>• Complaints and Compliments</li> <li>• Budget</li> </ul>
<p><b>Membership</b></p>	<p>Up to 6 Elected Members</p> <p>A politically balanced membership of up to 6 Councillors to be agreed at the Corporate Policy and Resources Scrutiny Committee.</p> <p>Advisors / Support Officers</p> <ul style="list-style-type: none"> <li>• Deina Hockenhull (Media and Marketing Manager)</li> <li>• Eifion Davies (Contact Centre Manager)</li> <li>• Nicola Evans (Business Support Manager)</li> <li>• Della Mills (Contact Centre Team Leader)</li> <li>• Michelle Phillips (Contact Centre Team Leader)</li> </ul>
<p><b>Timescale for completion of the review</b></p>	<p>To be confirmed by the Committee</p>