



Cabinet Meeting

23 June 2015

Report title	Channel Shift Scrutiny Review	
Decision designation	AMBER	
Cabinet member with lead responsibility	Councillor Andrew Johnson Resources	
Key decision	No	
In forward plan	Yes	
Wards affected	All	
Review Chair	Cllr Jonathan Yardley	
Review Members	Cllr Harbans Singh Bagri Cllr Ian Brookfield Cllr Paula Brookfield Cllr Barry Findlay Cllr Julie Hodgkiss	Cllr Keith Inston Cllr Mrs Christine Mills Cllr Peter O'Neill Cllr Paul Singh Cllr Andrew Wynne
Link Officers	Sue Handy Tel Email	Head of Customer Services 01902 55 sue.handy@wolverhampton.gov.uk
	Paul O'Rourke Tel Email	Channel Shift Manager 01902 55 paul.o'rourke@wolverhampton.gov.uk
Scrutiny Review Officer	Laura Gilyead Tel Email	Graduate Management Trainee 01902 553219 Laura.gilyead@wolverhampton.gov.uk
Report to be/has been considered by	Strategic Executive Board Executive Team	5 May 2015 1 June 2015

Recommendation(s) for action or decision:

The Cabinet is recommended to:

1. Receive the report of the review group (Appendix 1) and consider the following recommendations:

- R1 To introduce a risk register for the channel shift, identifying potential risks at each stage and ensuring these are included in the procurement new systems. This could be incorporated into the Corporate Risk Register and should include but not be restricted to:
1. The risks involved with a system being heavily reliant on technology and electricity supply.
 2. Sensitivity monitoring within an Integrated Customer View.
 3. The risks involved in passing responsibility of safeguarding information to an outside provider. This includes other organisations using the same cloud space and the security level of personal information.
- R2 To develop a channel shift communication plan which focuses on employees and external customers outlining the changes being made and the timescales involved, how it will affect them and the help available and how they can get involved and give feedback.
- R3 To endorse the implementation of the “my account” feature integrated into the customer view of the CRM system to allow residents to easily see the transactions they have previously made and customise the services that they view. This could include information about the customers ward councillors, local provisions e.g. refuse collection and road works, and local events taking place.
- R4 To ensure that all systems procured in the channel shift are future-proof. This includes ensuring the ContactPortal is updated regularly and system suppliers can be changed should the leading supplier of a service change whilst not requiring anything extra from the customer.
- R5 To endorse the role of the Customer Services team on the Civic Centre concourse in guiding customers through the digital channels on tablets and PCs.
- R6 To ensure customer satisfaction is monitored regularly and changes are made based on the feedback received.
- R7 To illustrate the positive work of the Channel Shift and Customer Services teams by ensuring all compliments received are publicised.
- R8 To use SMS messaging as a form of contact with customers in confirmation of services booked and reminders of booked appointments or forthcoming renewals. This should be included in the procurement of a CRM Solution.
2. Approve the executive response to the review recommendations (Appendix 2)
 3. Refer the Cabinet response to Scrutiny Board for it to track and monitor the implementation of the agreed recommendations.

1.0 Purpose

1.1 The report presents the findings and recommendations of the Channel Shift Scrutiny Review. Cabinet is requested to receive the report and agree the executive response.

2.0 Background

2.1 The review group met on four occasions to hear evidence about the changes taking place at the Council in relation to channel shift. This included the services that would be procured and how residents will be informed of the changes.

2.2 The key questions of the review were:

- What services can Wolverhampton City Council provide digitally that will retain a high level of customer service, whilst also improving value for money?
- What training is required for the workforce to be confident to deliver a digital service?
- How can Wolverhampton City Council encourage users to choose digital methods of communication?
- How will Wolverhampton City Council ensure that the channel shift strategy is adopted by the whole organisation?
- How can the benefits of channel shift be realised, tracked and monitored?
- What work can be done with external stakeholders to develop channel shift within the authority?
- What will channel shift look like in the future, and which technologies should be embraced and used for the long term?
- What work have other authorities undertaken with regards to channel shift, and what challenges did they face, and what benefits did they gain?
- How will hard to reach customers be addressed?

2.3 The review group worked with Sue Handy, Head of Customer Services, Paul O'Rourke, Channel Shift Manager and Saty Sandhu, Operations Manager.

3.0 Current position

3.1 The review group considered the draft report on 16 April 2015. The draft report was agreed subject to amendments being incorporated.

3.2 The scrutiny review report and executive response are appended to this report.

4.0 Financial implications

4.1 The recommendations will be met from within existing resources.
[MF/22052015/H]

5.0 Legal implications

5.1 There are no direct legal implications associated with the recommendations.
[RB/21052015/I]

6.0 Equalities implications

6.1 Although there may be equalities implications arising from the implementation of the individual recommendations relating to channel shift, there are no direct equalities implications arising from this report.

7.0 Environmental implications

7.1 There are no environmental implications.

8.0 Human resources implications

8.1 There are no human resources implications.

9.0 Corporate landlord implications

9.1 There are no corporate landlord issues.

10.0 Risk Implications

10.1 The report recommends the creation of a risk register so that risk implications for channel shift are understood and appropriate mitigations implemented.

11.0 Schedule of background papers

None