

Community Access Strategy

Scrutiny Committee

8 November 2016



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Background

Community Access strategy agreed by Cabinet October 2014

- 4 Key Aims :

- Improving residents' experience
- Redesigning access arrangements to meet differing needs of residents
- Extending and improving services available on line to increase self service
- Making access arrangements more efficient, eliminating duplication and better managing customer demand



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Key Project work streams

- Implementation of “ My Account “ and extending on line services
- Review of telephone handling and use of technology to support this
- Reconfiguration of Customer Service Centre to better support self service and integrate with partners
- End to end review of services e.g care leavers
- Development and relaunch of Customer Promise and standards to support cultural changes



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Key Achievements

- My Account— over 54,000 residents have created account.
- Residents can manage Council Tax, Benefits, Rents on line— further 10 on line services by end 2017.
- Improved telephone answer rates- with 85% high volume calls answered
- Reduction to telephone calls received (3M to 1.8M)
- Reduction to published numbers from 229 to 79
- Redesign of Customer Service Centre increasing self service facilities and integrating partners : CAB, JCP and Brent Start
- Annual savings £1.5M



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Improving Residents Experience

- Review of Customer Promise and relaunch planned
- New Customer Promise score card measuring performance against published standards
- Satisfaction benchmarked across all channels
- Residents feedback to inform service planning – tool kit for managers in development



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Next Steps

- New Digital Strategy and board- accelerated channel shift
- Implementation of further 10 on line services into My Account
- Work force strategy to incorporate “ Customer focus ”- ensuring that recruitment, performance management and learning and development support aims of Community Access Strategy
- Launch of Customer Promise themes

Customer Promise Themes

Respect – We understand your situation and that it is unique to you. We will always be sensitive to your needs

Ownership – We aim to resolve enquiries at the first point of contact. If we can't, we will endeavour to find you the right team who will be able to do so and keep you informed

Honesty – We may not always be able to deliver what you want, but we will explain why we can't and where appropriate, signpost you accordingly

Feedback – We want to know about your experience with us, whether good or bad. We endeavour to act on that feedback

Time – It's not just 'how' but also 'when' we will do things by. We will always provide timescales for actions and will commit to honouring these



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Questions & Thank you



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