

Report of	Meeting	Date
Assistant Head of Customer Services	Customer Overview and Scrutiny Panel	7 September 2005

ONE STOP SHOP INQUIRY FOLLOW-UP REPORT

PURPOSE OF REPORT

1. To report to the Panel the actions taken following their recommendations made to Executive Cabinet on 30 June 2004.

BACKGROUND

2. The Panel carried out an enquiry to assess the effectiveness of the newly implemented One Stop Shop and to identify improvements, which would benefit both the Customer and the Workforce.
3. The report is set out as comments against the recommendations of the Panel.

No.	Aim/Objective	Action Taken
1.	That after consideration of the evidence presented to the Panel, the One Stop Shop has been effective in improving Customer Service	Acknowledged. The service will continue to focus on improving the customer experience.
2.	To consider further the feasibility of the Planning Officer on Customer Services duty to be based from within the One Stop Shop.	Meeting in May with Development Control where this issue was put forward. Development Control Manager was on sick leave and so no decision was made. The proposals were taken away for consideration. Another meeting set for August needed to be cancelled. This will be rearranged on return of the officers concerned.
3.	To consider amendments to the arrangements for 'on duty' planning officers to address the issues of customers having to wait.	As above.
	Security	
4.	To let staff know how often the panic buttons are tested.	Civic Services staff test the alarms on a monthly basis. The Panic Alarm procedure has been updated with this information and all staff have been advised. The updated procedure has been posted on the intranet and is included in the induction of new staff.
	Training	
5.	To have Customer Services Advisors, in particular the supervisors, join in on	Agreement already in place with Revenues and Benefits that they will alert us when training

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	regular training sessions and new starters to have training with the back office sections, such as Revenues and Benefits and Planning Services.	sessions are relevant to the level of service which we provide. Attendance has been by Team Leader and training cascaded to customer advisors. Advisors recently spent extended periods working out of Environmental Services in preparation for the service being introduced into the call centre. This proved to be extremely successful and the same principles will be used in respect of existing services such as Revenues and Benefits and Development and Building Control, with their agreement.
6.	To train some Customer Services staff to a higher level in certain services to serve as reference points within Customer Services.	Some CS staff came from specific service areas, eg. Housing, Benefits and Planning Admin and so there is already a reference point for each of these services. The attendance of the above training sessions will ensure that the staff concerned keep their knowledge up-to-date. The impact of this on the Progression scheme will need to be considered.
No.	Computerised Systems and Dialogues	Action Taken
7.	To establish a policy to ensure that the dialogues are kept up-to-date for all services provided by the One Stop Shop.	Work is taking place on the range of dialogues to ensure that they are compatible with all access channels. It has been generally established and agreed that dialogues are the responsibility of/owned by the service providers and amendments and additions are made by them. This will be confirmed by the acceptance of a draft SLA which has been drawn up.
8.	To clarify the point where the customer query requires back office attention.	The dialogues currently indicate where a query needs to be referred to a service provider. Any lack of clarity can be addressed in detail during regular monthly meetings with service providers.
9.	To load the Planning software on more than one computer in the One Stop Shop.	This has been considered along with the alternative of using Planning Online, the web-based service. Planning Online is accessible from all the workstations in the One Stop Shop and it appears to provide sufficient information for the current level of service provided by the advisors, and has no licence or financial implications.
	External Publicity	
10.	To promote the use of the Chorley Borough Council Internet site to access information and services.	There is an established web-address strapline which is included on all Council documentation. The internet site is also referred to in the call centre waiting messages and publicised on the plasma screen in the One Stop Shop. Further work is scheduled for improving the web site and will present an opportunity to extensively promote this once in operation.
11.	To publish frequently asked questions (FAQs) in the One Stop Shop on the different services provided, potentially via the plasma screen.	The dialogues in use in the One Stop Shop provide more information than FAQs, as well as capturing information. Some information is already available on the plasma, eg. Different ways to pay. Work is being carried out to provide

		information on other services via the plasma.
12.	To increase the advertisement of facilities available at the One Stop Shop, for example a leaflet to libraries or an article in Chorley Borough News.	An article advertising the services provided from partnership working (PALS DWP CAB) appeared in the July edition of Chorley Borough News and Tenants News and Views. Further article in September Chorley Borough News.
	Internal Information	
14.	To produce a breakdown of the range of enquiries To Customer Services between Revenues and Benefits, Planning Services etc to aid future service provision.	Team Knowledge software in use already provides this information in a limited form, as does the Callplus software in use in the call centre. The imminent introduction of CRM will allow far more detailed information in this area.
15.	To record the number of queries requiring back office resolution.	Again TK already provides this, and CRM will allow more detailed reporting.
16.	To record the numbers of Black and Minority Ethnic customers to aid future comparisons.	CRM will allow this information to be recorded. However there is concern on how readily customers will provide this information during their contact with Customer Services.
17.	To set up a One Stop Shop user group with management and staff from all of the Council's Service Units involved and a Member of the Customer Overview and Scrutiny Panel.	An initial, introductory meeting of the Customer Focus Group was held at the end of May. All services were represented except Housing. This was well received and it was proposed that meetings are held quarterly and include a cross-section of staff. The invitation for the next meeting to include a representative of the Overview and Scrutiny Panel. Would a particular member of the panel like to be involved?
	Service for Customers with Disabilities	
18.	To use footsteps/arrows to direct customers to Fast Track Reception.	There have been difficulties in sourcing these and the search continues.
19.	To train staff in basic sign language and to liaise with deaf organisations on other ways to provide services to deaf customers, such as the provision of sign language interpreters by appointment by an external or internal identified resource.	An existing member of staff is already a trained signer working in the Union Street offices who has been called on previously and is happy to provide continued support if called upon. Some Customer Services staff have expressed an interest in this area and have a basic knowledge. HR have been consulted, however there has been difficulty finding a suitable course.
20.	To make the internal entrance and exit doors to the One Stop Shop more accessible, potentially by making the doors semi-automatic push button operated.	An estimated cost has been established. We are currently working to a specification which is still to be agreed by all parties. A site meeting took place on 4 August. Property Services have considered quotations from 4 companies and have identified a possible successful one. Final agreement to be reached w/e 2 nd September. Work can then be arranged.
21.	The layout of Interview Room Three to be reconsidered.	This has been carefully considered. However, the only option would be to change the door to open outward which would impact upon the queuing and reception areas. Any change has therefore been ruled out.
22.	To provide a disabled parking space in the vicinity of the One Stop Shop.	Disabled parking with the appropriate badge is currently permitted on both streets either side of the Union Street offices. The Parking manager is currently investigating the possibility of using the

		coach bay at the front of the building as disabled parking.
	Services for Black and Ethnic Communities Customers	
23.	To advertise the 'Language Line' service	This service is advertised at Reception and on the plasma screen in the One Stop Shop. An article promoting the service is planned for the next edition of Chorley Borough News.
24.	To target Black and Minority Ethnic communities for open evening events in the One Stop Shop and promotion of facilities available in the community.	A meeting has been held with the Community Development Co-ordinator to arrange weekly surgeries in the One Stop Shop. The first of these is on 7 th September. These will be publicised and the possibility of evening sessions considered.
	Progress on the Development of the Lancashire Shared Services Contact Centre	
25.	To extend the opening hours to provide additional ease of use for in-work customers eg. Appointments outside opening hours and extended hours phone lines.	Phone lines in the call centre are currently open from 8am until 6pm. Once Partnership protocol is in place additional access to services and the treatment of overspill calls can be agreed.
26.	To introduce text phone facilities for people with speech and hearing difficulties.	It is planned to discuss this further with the SSCC partnership to look at how members are delivering this facility in their Contact Centres.
27.	To support progress on the implementation of the Lancashire Shared Services Contact Centre to publicise the services available.	This is a seven year project and we will continue to support and lead on this most important initiative for the Council and it's customers.

RECOMMENDATION(S)

4. That the report be noted.

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ASSISTANT HEAD OF CUSTOMER SERVICES

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Asim Khan	5448	26 August 2005	NEWREP