Cherwell

DISTRICT COUNCIL
NORTH OXFORDSHIRE
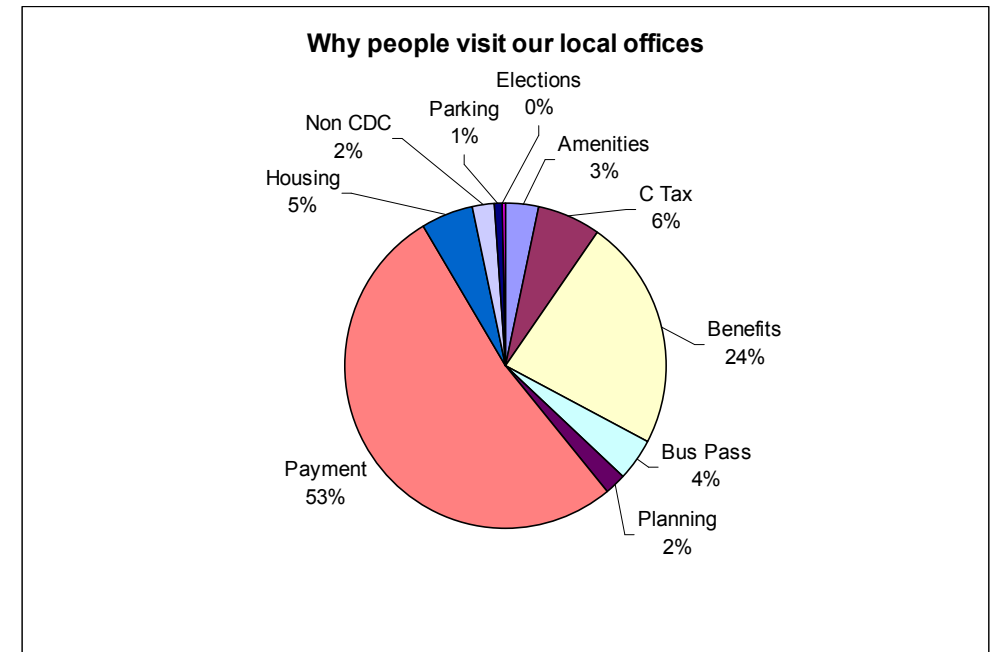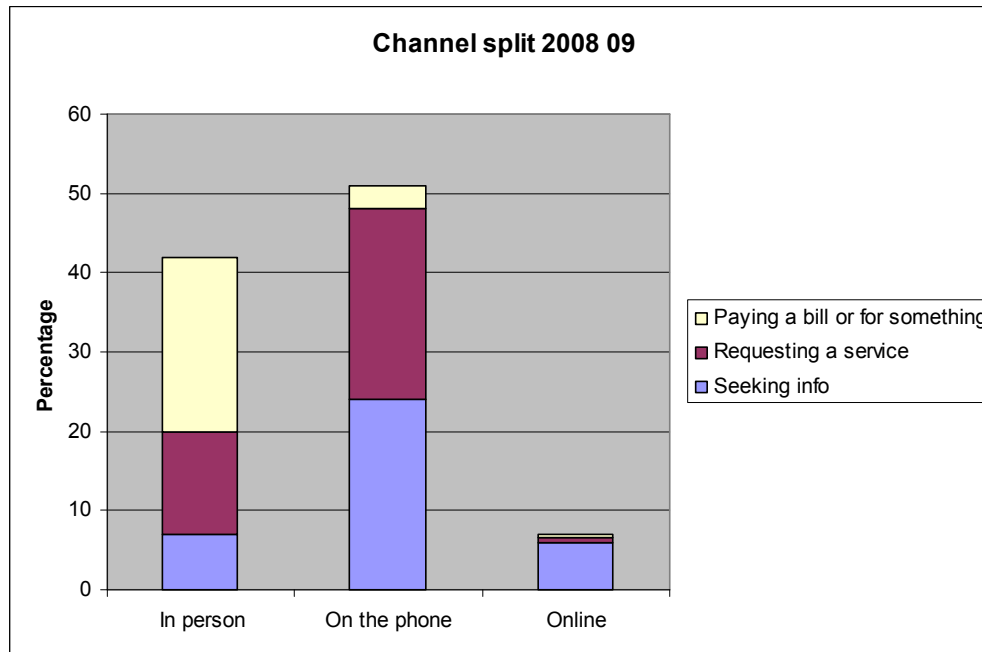
Customer Access Strategy

Reference Pack

Contents

1.   Our customers – who is accessing our services, and how?

Channel split 2008 09

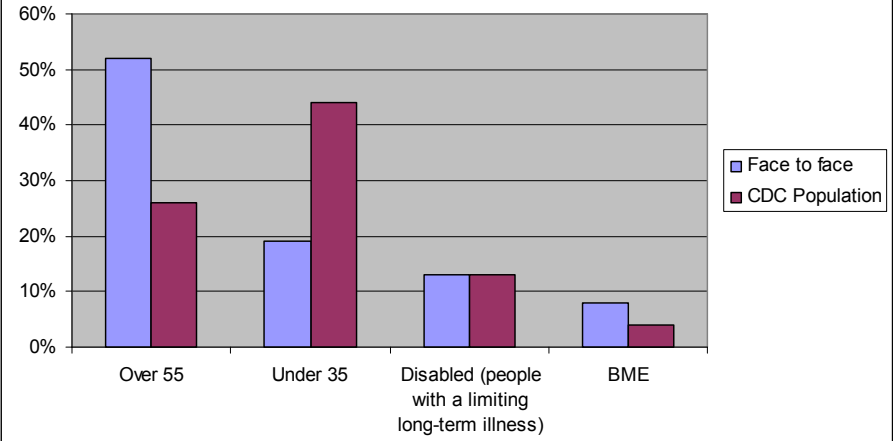**Why people visit our local offices**

2.   Our face to face channel and its customers

Hard-pressed, older and disabled residents favour "face to face". This has service access implications for how we setup our buildings, compliance with DDA and Building Regulations PartM; where our facilities are actually located, their opening hours and the groups of services we make availble to personal visitors.

Face to face customer base compared with whole population - ACORN Groups

	Wealthy Achievers	Comfortably Off	Urban Prosperity	Moderate Means	Hard Pressed
Face to face customers	29%	29%	10%	13%	20%
Total CDC Population	40%	37%	4%	8%	11%
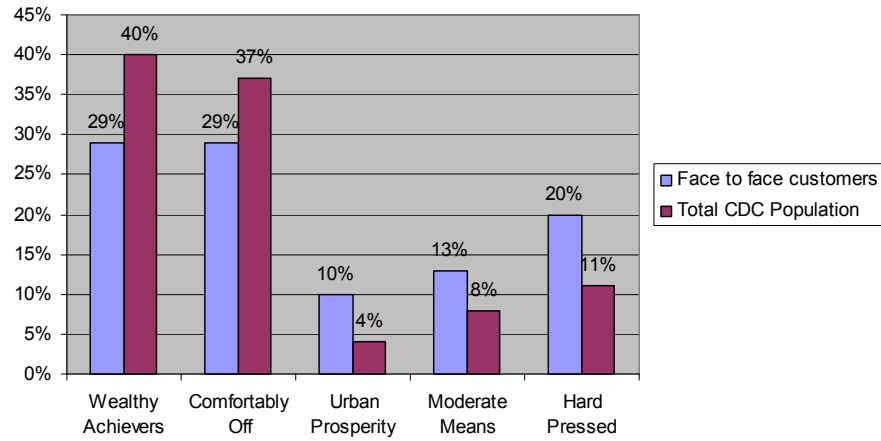
Face to face customer base compared with whole population - CDC Priority Groups

Legend: Face to face, CDC Population
Categories: Over 55, Under 35, Disabled (people with a limiting long-term illness), BME

3. Our phone channel and its customers

Why people call us

- Pest control 2%
- Environmental Health 3%
- Abd Vehicles 1%
- Noise 1%
- General Enquiries 6%
- Amenities 34%
- Benefits 19%
- Council Tax 34%

Phone customer base compared with total Cherwell population

Phone customer base compared with total Cherwell population
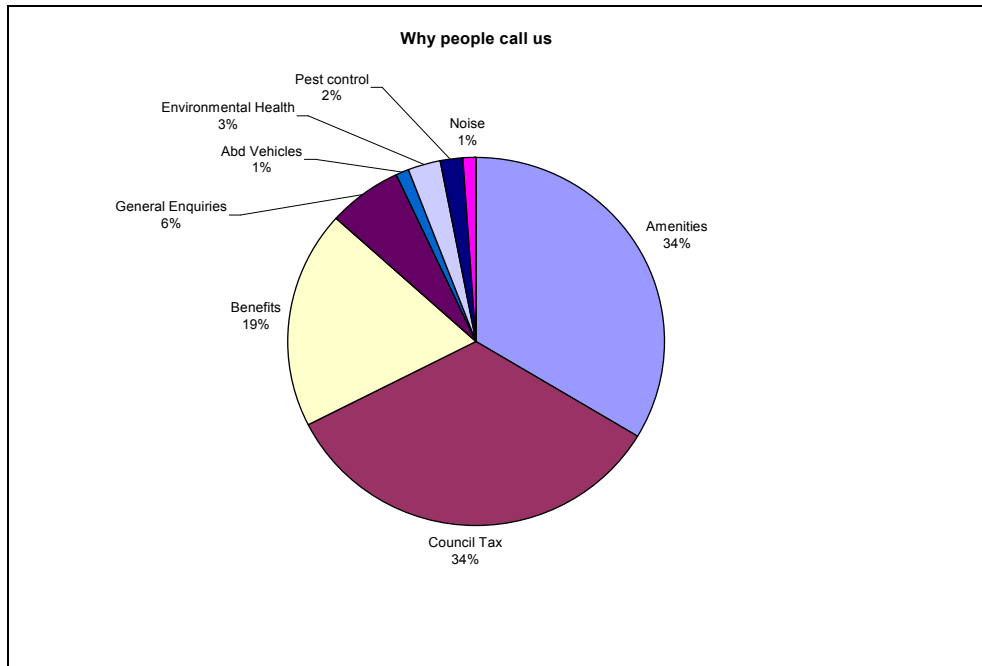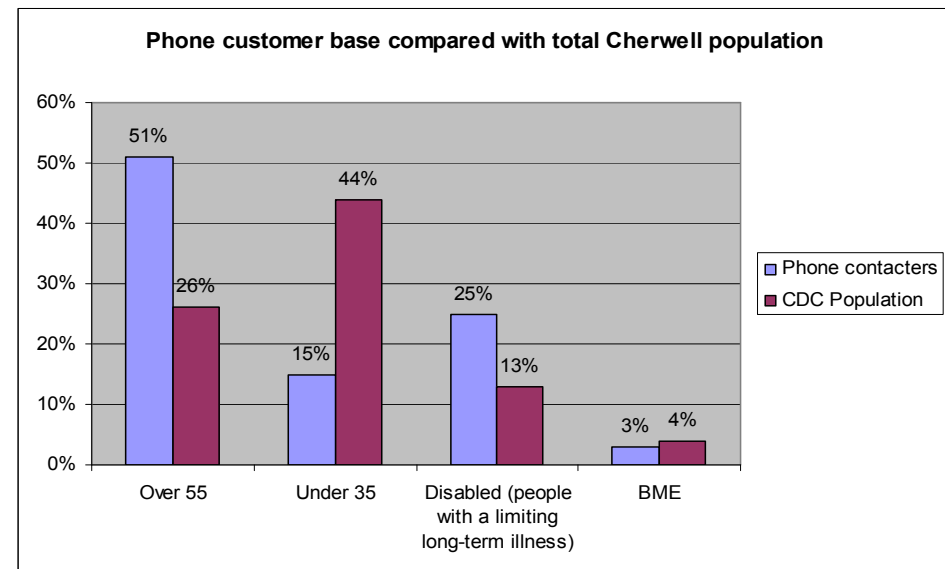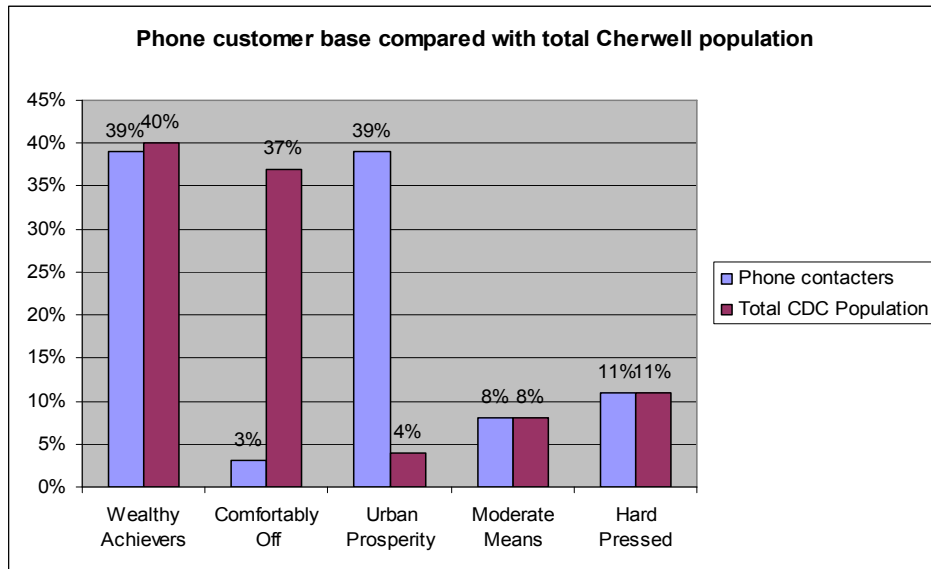
4. Our resources – are they deployed efficiently?

The costs used for phone and face to face are based solely o customer service team. The online cost is an average across all services as it takes into account mail direct to publicly advertised mailboxes, payments across all services, all documents etc.

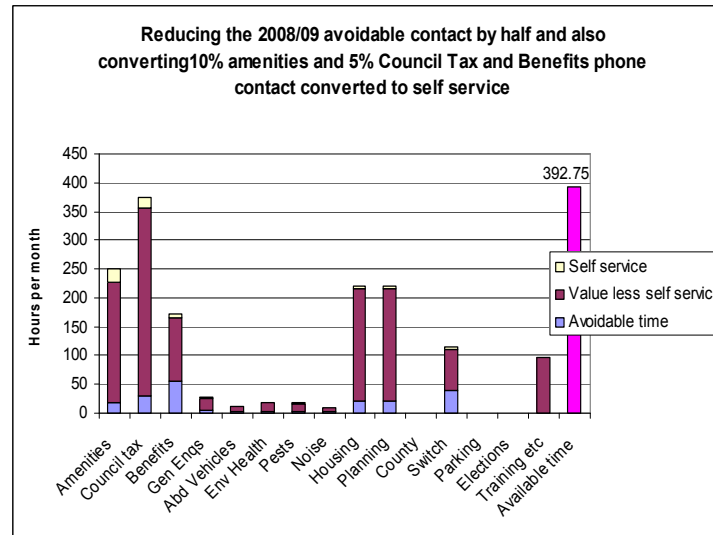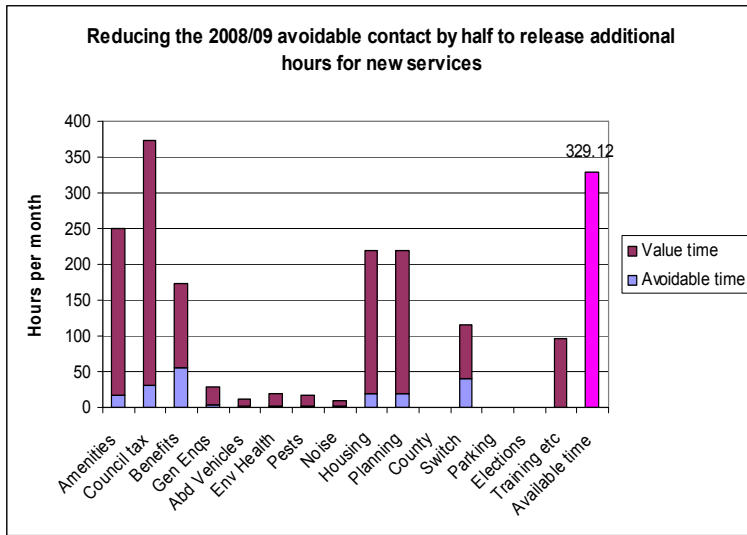| Channel	Annual contacts	%	cost	% total cost
Phone contact	120000	38%	£240,000	42%
Self Service	100000	31%	£25,000	4%
Face to face (service)	50,000	16%	£300,000	53%
Face to face (Payment)	50,000	16%	£120,000	21%
	320000		£565,000.00	

5.   Avoidable contact – National Indicator 14

The causes of avoidable contact fluctuate according to what we do to provoke contact, and what external events there are. Top causes of avoidable contact in December 08:

My bin has not been collected
My survey did not have a pre-paid envelope in
What's happened to my claim
You've sent me a letter asking for information I've already provided
What's happened to my application for a discount, or my notification that I've moved house?
I don't understand this letter
You've sent this to me twice
When is my Christmas bin collection – not on website!

Each of these reasons is a barrier to service delivery. We have caused the customer to contact us unnecessarily by being insufficiently clear, providing inadequate information and so on.

Contact Centre Capacity/Usage Q3 2008 09

Reducing the 2008/09 avoidable contact by half to release additional hours for new services

Reducing the 2008/09 avoidable contact by half and also converting 10% amenities and 5% Council Tax and Benefits phone contact converted to self service
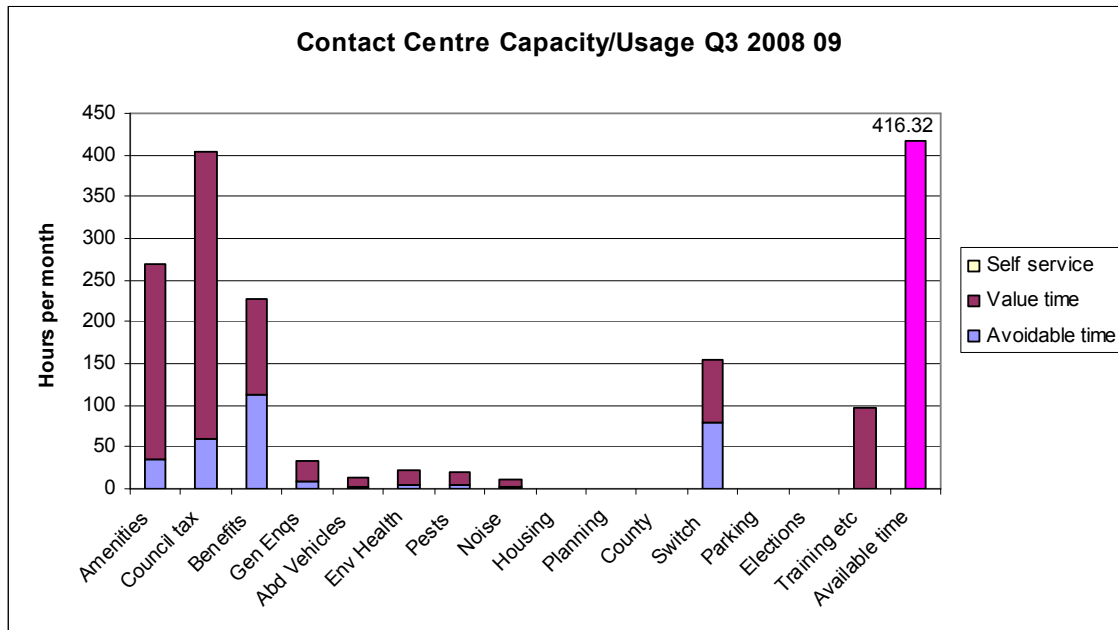
6. Current Model of service delivery (January 2009)
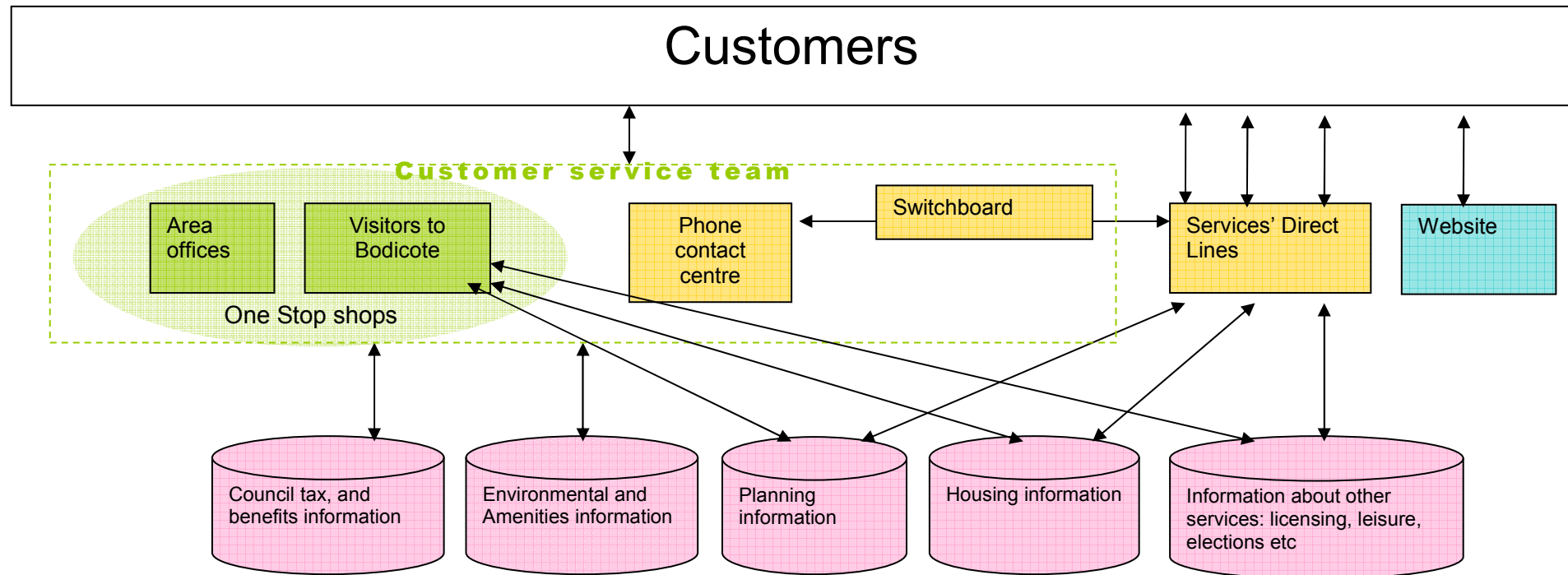
7.   A model of complete "deep integration".

Customers

Customer service team

Area offices

Visitors to Bodicote

One Stop shops

Phone contact centre

Switchboard

Services' Direct Lines

Website (inc link points)

Maximise integration through our Customer Relationship Management System

Council tax, and benefits information

Environmental and Amenities information

Planning information

Housing information

Information about other services: licensing, leisure, elections etc

8. Measures of success

What we measure	How we measure it	Target
Proportions of customer contact on each channel (numbers of contacts)	Contact centre phone system, website monitoring system, count of customers in LinkPoints.	2009/2010 50% online, 30% phone, 20% face to face 2010/2011 60% online, 25% phone, 15% face to face
Proportion of contact for each service on each channel	CRM, website monitoring system, visitor recording system	
Volume of contact deemed avoidable according to NI14	Customer Service Advisers record into the customer relationship management system	2009/2010 25% 2010/2011 17.5%
Number of services available to be accessed through online forms	Count of forms	
Number of online forms integrated with service computer systems (such as job ticketing, scheduling, payment)	Count of forms	
Proportion of contact able to be resolved at one contact, that is so resolved	hmmm	
Number of mystery shops completed	Count	Four in a year
Outcome of mystery shops	Depends on the reporting format of the mystery shop.	
Number of our services and other service providers accessed through self service linkPoint kiosks.	Kiosk usage statistics	
More metrics (but not too many, and only ones that will persist over the years – ideally ones already in service plans/strategies)		

9.   Related Documents and strategies