

WEST DUNBARTONSHIRE COUNCIL

Report by Executive Director of Corporate Services

Corporate & Efficient Governance Committee - 30 September 2009

Subject: Provision of consultancy to deliver a Customer Engagement Strategy

1. Purpose

1.1 The purpose of this report is to ask for Committee approval to commence the tendering process for consultancy with regard to developing a Customer Engagement Strategy.

2. Background

2.1 In July 2008, the Council held a customer engagement workshop which was part of the diagnostic pathway project, sponsored by the Improvement Service.

2.2 The benchmark findings of the diagnostic pathway project were presented to the Corporate Management Team who identified customer engagement as a critical opportunity to enable frontline employees to deliver an improved customer experience whilst releasing financial and efficiency savings in the delivery of frontline customer service throughout the Council.

2.3 The Council has already committed capital budget to the ongoing development of the Council's Contact Centre and establishing a corporate wide Customer Engagement Strategy is key step in ensuring budget and resources are focused on implementing and delivering the Council's strategic vision.

3. Main Issues

3.1 A customer engagement strategy will provide the direction to take forward the diagnostic pathway business cases and align them to the Council's future vision of service delivery and customer engagement.

3.2 The developed strategy will then provide the basis for internal approval to proceed into the design phase in order to implement the strategy and identified solutions.

3.3 The developed strategy will be linked to the Council's vision and strategic objectives. The principle foundation will be agreed with the Corporate Management Team.

3.4 The strategy should consider our socio-demographic make-up in West Dunbartonshire and assist us to meet the needs of our customer base.

3.5 It is anticipated that all stakeholders will be involved in the development of the customer engagement strategy including Members, citizens' representatives, and representatives from services departments

3.6 The benefits of aligning a customer engagement strategy to the Council's vision will allow the Council to take forward the initial findings from the diagnostic pathway. This will allow the Council to deliver a truly customer focused service.

3.7 Utilising expertise and knowledge already available in the private sector will assist the Council to deliver the customer engagement strategy in a short time frame.

4. Personnel Issues

4.1 Existing Council resources will be required to work alongside the consultants.

4.2 The stakeholders will be involved in defining the current processes and through workshops and one to one meetings contribute to the new strategy and defining what the Council's vision is for the longer term.

4.3 It would be our understanding that representatives from the existing Customer First Steering Group resources will contribute to a short life working group.

5. Financial Implications

5.1 Existing capital provision has been identified from within the ICT budget for 2009/2010.

5.2 It is estimated that £25,000 - £35,000 of the available budget in 2009/10 will be required for the development of the strategy.

5.3 The remaining budget will be allocated to highest priority projects arising from the strategy.

6. Risk Analysis

6.1 Without the introduction of a customer engagement strategy the Council will fail to capitalise on the findings of the diagnostic pathway project. Cashable and non cashable savings have already been identified which need to be delivered through an improved customer experience.

7. Conclusions & Officers' Recommendations

7.1 The committee is invited to note that invitations to quote will be sought from a range of suppliers thus providing a competitive and transparent option to deliver a customer engagement strategy.

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Date: 8 September 2009

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Appendices: None

Background Papers: Shared Services Diagnostics - Customer Engagement
Business Case

Wards Affected: All