

Scrutiny and Overview Committee Scoping Tool

Proposed item for scrutiny:

Customer Contact Centre performance

Service area and relevant Portfolio Holder:

(Identify the service area(s) and relevant Portfolio Holder that the subject of the item relates to.)

Service area – Corporate and Business Services

Portfolio Holder – Councillor David Whiteman-Downes (Corporate and Customer Services)

Officer support required:

(Identify any specific officer support required to assist in the Committee's consideration of the item.)

Potential officers to support the committee in considering this item could include:

Alex Colyer (Executive Director, Corporate Services), Dawn Graham (Benefits Manager), Rachel Fox-Jackson (Customer Contact Manager).

Rationale:

(Highlight any key issues and/or reasons for the Scrutiny and Overview Committee considering the item.)

The annual review of the Customer Contact Centre was considered by the Scrutiny and Overview Committee on 16 January 2014, which looked into the Contact Centre's performance for its first year of operation since returning to South Cambridgeshire Hall as an in-house service. The following areas were highlighted where performance could potentially be improved:

- the rate of calls not answered (call abandonment rate);
- sickness absence levels within the Contact Centre;
- recruitment.

The Scrutiny and Overview Committee agreed that the Contact Centre would be reviewed again in six months (July 2014).

Purpose/objective of scrutiny involvement:

(Specify what the Scrutiny and Overview Committee seeks to achieve from considering this item.)

The Scrutiny and Overview Committee highlighted the above issues as areas where performance could potentially be improved. As part of the six-month review in July 2014 the Scrutiny and Overview Committee could address these areas by looking into:

- specific performance indicators for call abandonment rates and investigate why they are relatively higher than they should be;
- the rate of sickness absence within the Call Centre and how it compares to the rest of the Council or other comparable Contact Centres in the country;
- whether there are any difficulties in recruiting to the Customer Contact Centre and explore the impact of Contact Centre staff being recruited by other internal service areas;
- feedback from customers;
- good practice from other performance indicators exceeding their targets.

Methodology/approach:

(Identify the types of enquiry most suitable for the item.)

Types of enquiry by the full committee or individual Members could include:

- desk-based review of papers;
- site visits;
- comparisons with other authorities;
- process mapping;
- calling the Portfolio Holder, officers, 'witnesses' or experts to give evidence.