

Scrutiny and Overview Committee Scoping Tool

<p>Proposed item for scrutiny:</p> <p>Customer Contact Centre performance</p>
<p>Service area and relevant Portfolio Holder:</p> <p>Service area – Corporate and Business Services Portfolio Holder – Councillor David Whiteman-Downes (Corporate and Customer Services)</p>
<p>Officer support required:</p> <p>Potential officers to support the committee in considering this item could include: Alex Colyer (Executive Director, Corporate Services), Dawn Graham (Benefits Manager) and Rachel Fox-Jackson (Customer Contact Manager).</p>
<p>Rationale:</p> <p>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:</p> <ul style="list-style-type: none"> - the rate of calls not answered (call abandonment rate); - sickness absence levels within the Contact Centre; - recruitment. <p>The Scrutiny and Overview Committee agreed that the Contact Centre would be reviewed again in six months (July 2014).</p>
<p>Purpose/objective of scrutiny involvement:</p> <p>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:</p> <ul style="list-style-type: none"> - 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.

A small group of Scrutiny and Overview Members met on 5 March and indicated that they would also like to investigate:

- the cost of recruitment into the Contact Centre;
- recruitment plans for the next 12 months and actual costs alongside anticipated costs;
- the savings made as a result of other service areas not having to employ temporary staff or externally advertising to fill vacancies;
- whether the required staffing level for the Contact Centre was initially underestimated;
- the percentage of calls received that are not Council related;
- other savings made as a result of the Contact Centre being in place.

Methodology/approach:

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.