

An aerial photograph of Torbay, Devon, showing the coastline, a large harbor filled with boats, and a town built on a hillside overlooking the water. The water is a vibrant blue-green color. A small boat is visible in the lower right of the water area.

Council Redesign & Accessibility Review

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TORBAY COUNCIL

Council Redesign and Accessibility Review - 10 June 2021

1. Data on customer interactions (slides 03 - 08)
2. Torbay Council website feedback (slides 09 - 10)
3. Customer Service Standards (slides 11 – 15)
4. Staff feedback on Customer Relationship Management (CRM) system requirements (slide 16)
5. Examples of CRM website from preferred supplier (slides17-20)

1. Data on customer interactions

- Torbay comprises of 135,245 residents (2017 figures)
- Site and channel statistics for 2020 (Jan to Nov) as follows:

Website users	564,353
Page views	4.2m
Homepage views	188,648
Website visitors using the search	43,627
Web forms processed	111,367
Contact Centre calls offered	94,136 including Benefits and Council Tax calls
Social media referrals to website	22,772 (Facebook) 3,790 (Twitter)

Data on customer interactions (cont'd)

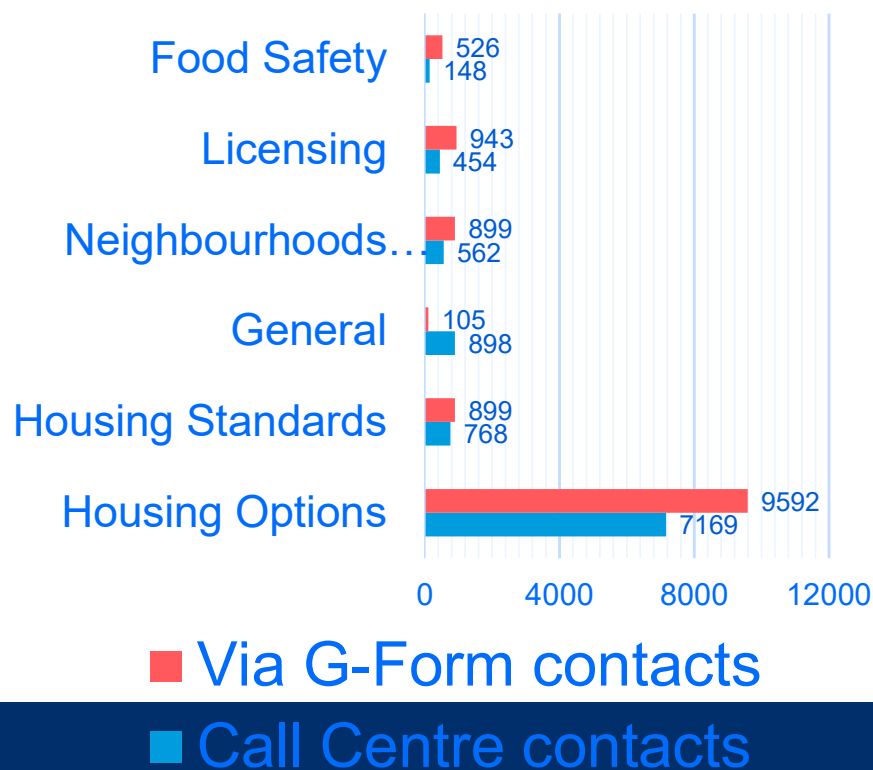
- An assessment of points of entry for customer engagement within service areas was carried out for the 2019/20 financial year (pre Covid-19)
- The scope of the work included front facing services and aspects of Corporate Services
- The data captured included:
 - volume;
 - method (i.e. G-forms, calls, emails, post);
 - type of activity;
 - computer systems utilised to process information.

Example – Community Safety data on customer interactions

Community Safety encompasses a number of front facing service areas including:

- Food Safety;
- Licencing;
- Neighbourhoods, Vulnerability and Anti-Social Behaviour (ASB);
- Housing Standards;
- Housing Options.

Community Safety – Service demand by topic and point of entry into the organisation

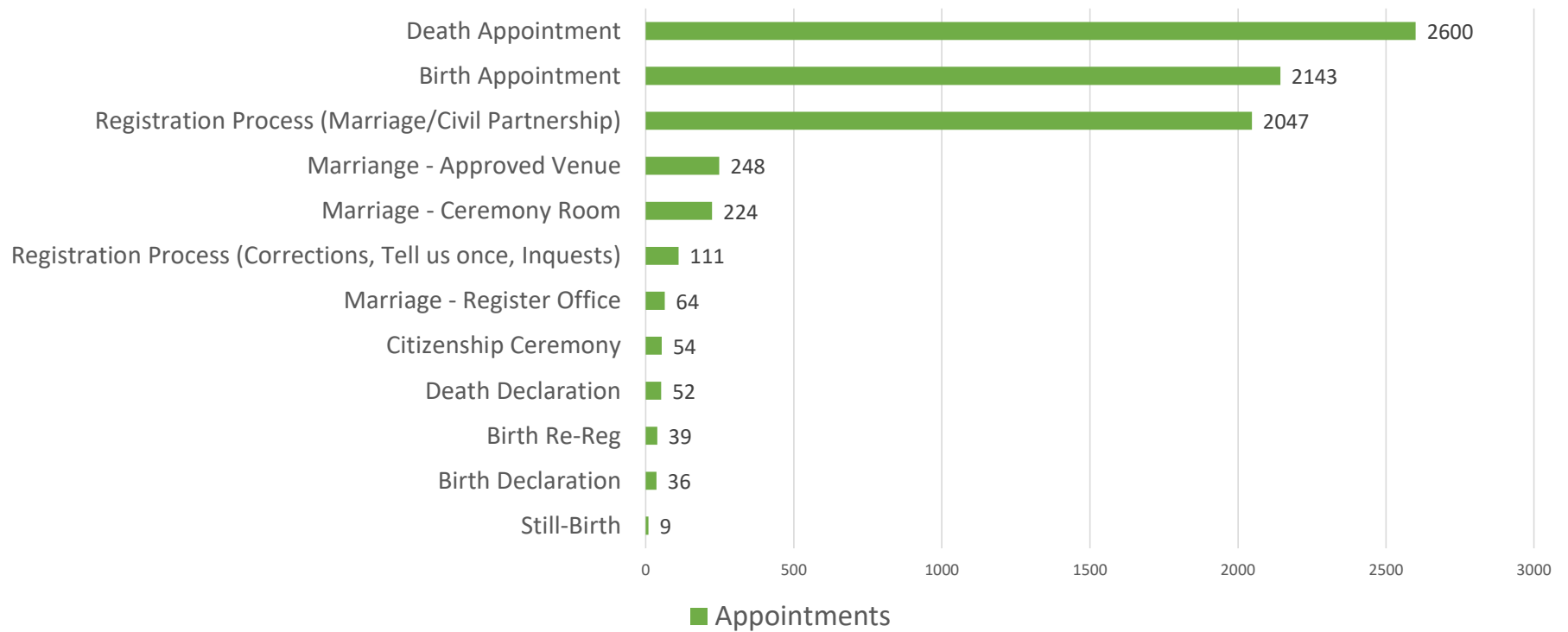


- Housing Options accounts for the highest call demand (72%)
- The next highest is Housing Standards at 8%.
- As with other departments it is considered that a high volume of calls are made to the Call Centre with people requesting updates on cases, especially in Housing Options.

Example – Registrar data on customer interactions

- The Registrar Service provide a variety of functions from the registering of births and death, to conducting ceremonies
- It also provides copies of certificates
- Calls for the Registrar service are taken by the Customer Services Call Centre

Registrar – Service demand by topic and point of entry into the organisation



2. Torbay Council website feedback

Some positives	Some negatives
<ul style="list-style-type: none"> ▪ Works well 	<ul style="list-style-type: none"> ▪ Too technical
<ul style="list-style-type: none"> ▪ Well put together 	<ul style="list-style-type: none"> ▪ Searching is difficult
<ul style="list-style-type: none"> ▪ Reasonably easy to navigate 	<ul style="list-style-type: none"> ▪ Formatting overwhelming
	<ul style="list-style-type: none"> ▪ Information deliberately hidden
	<ul style="list-style-type: none"> ▪ Webforms require a phone number to be entered
	<ul style="list-style-type: none"> ▪ Excludes those with no digital access
	<ul style="list-style-type: none"> ▪ Website painfully slow at times
	<ul style="list-style-type: none"> ▪ Not user friendly
	<ul style="list-style-type: none"> ▪ Over reliance on digital pathways

Torbay Council website feedback (cont'd)

Some recommendations

- Lots of information needs to be laid out in separate sections
- Include organisational maps to show the inter-relationships between departments (e.g. transport = roads, harbours, planning)
- Needs to include up-to-date information
- Files and documents need to be searchable
- Should be more interactive
- Need to recognise there are those that can't access services online
- Need to have clear and concise information
- Named contacts would be welcomed

3. Customer Service Standards

As part of our commitment to our customers, we will always:

- Be courteous, helpful, open and honest in delivering high quality services
- Be professional and positive in our approach
- Be well informed, so that we can help you
- Listen and respond to you when you have a query, are dissatisfied or complain
- Use language that is clear and easy to understand
- Treat everyone fairly and equally with respect and dignity

Customer Service Standards - Written Enquiries (web forms / email / letter)

Enquiry should be acknowledged within 3 working days

Full response should be provided within agreed timescales:

- 5 working days for Member / MP enquiries
- 10 working days for service enquiries
- Where a different or statutory timescale exists for an enquiry i.e., Freedom of Information request / regulatory investigation, then the associated timescale applies.

Customer Service Standards – Social Media

- We will use our social media channels to communicate and engage with our communities
- We read all of the messages and comments we receive. Though we may not reply to every comment
- Where a member of the public is asking a direct question, we will aim to provide a response to that question within 3 working days
- Repeated questions about a particular subject matter will not receive a response where we consider we have already provided a response

Customer Service Standards – Telephone

- When your call is picked up, you will always be informed that you have got through to Torbay Council
- We aim to answer 85% of calls made to the call centre
- If we need to put you through to someone else, we will put you through to the right person and tell you who you are being put through to and their contact details in case you get cut off
- If you need to communicate with us in a language other than English, we will help make arrangements to provide an interpretation service

Customer Service Standards – Face to Face

- We will greet you as soon as possible, if a receptionist is on the phone, we will greet you as soon as we finish on the call
- If you have attended the office for a meeting, or will be staying on site for a period of time we will ask you to sign in and sign out again when you leave
- We will give you our full attention
- If you have a disability or need additional support accessing our facilities / buildings, we will aim to provide what you need

4. Staff feedback on Customer Relationship Management (CRM) requirements

- *How has feedback from members of staff been used to inform the implementation of the CRM system?*
 - *Six 'Specification Requirement workshops' were held to identify high level specification*
 - ***MoSCoW** tool approach was followed to identify requirements (i.e. what is needed and what is wanted)*
 - *Detailed Specification document was produced and published as part of the tender pack*

5. Examples of Customer Relationship Management (CRM) system preferred supplier

- *How will the new customer relationship management system look to the customer?*

Example A – Torbay Council – Demonstration Account

Example B – Harrow Council – Home Page
<https://www.harrow.gov.uk/>

Example C – Liverpool City Council – Covid-19 Community Support
<https://liverpool.gov.uk/communities-and-safety/emergency-planning/coronavirus/help-for-people-and-communities/ask-for-help/>

Example A – Torbay Council Demonstration Slide 18

TORBAY.GOV.UK

George Herbert ▼ Ask us ▶

- [Home](#)
- [Online services](#)
- [Near to me](#)
- [My councillors](#)
- [My enquiries](#)
- [Forms pending](#)

Sundry Debtors 0000000136

Pest Control
In Arrears
Start date **01/10/2015**
Balance **£61.69 on 04/04/2021**
[Manage account](#)

Council Tax 1500003955

61 St Edmunds Road, TQ1 3QQ
In Arrears
Start date **01/10/2015**
Balance **£1,432.88 on 31/03/2021**
[Manage account](#)

Personal Licence BL2065667D

Licencee: Mr George Herbert.
Active Licence
Start date **01/08/2018**
Balance **£0.00 on 04/04/2021**
[Manage account](#)

Library Account 167176

Current loans: Without Fail - Lee Child
Items Overdue
Start date **01/10/2015**
Balance **£0.50 on 01/04/2021**
[Manage account](#)

Appointments

- Enquiry 1527726 Birth registration (Paignton Library & Information Centre) 28/04/2021 13:00 - 13:25
Paignton Library And Information Centre
- Enquiry 1528156 Customer service 26/05/2021 10:00 - 10:20 [Join meeting](#)

Recent enquiries

Received	Details	Status
24/05/2021 15:33	Street lighting Ref. 1528156 Details Timeline	Pending investigation Due 6 days from now on 31/05/2021 Email us
12/05/2021 12:21	Street lighting Ref. 1527824 Details Timeline	Pending assessment Email us
23/04/2021 11:43	Birth Registration Ref. 1527726 Details Timeline	Booking complete Email us

Example B – Harrow Council

Slide 19

Harrow Council

Log in / Register



SERVICES



COVID-19 Latest - There are significant updates and changes that have come into affect from Monday 17th May 2021. [See the latest updates at GOV.UK](#)



Good afternoon

Today's weather in Harrow



Today
16°C
6°C



Wed
17°C
7°C



Thu
20°C
8°C

Top tasks



Recycling Centre
Bookings



Pay a Penalty Charge
Notice (PCN)



Pay your Council Tax




Planning Applications


Feedback

© Harrow School

Example C – Liverpool City Council

Slide 20

 Accessibility

 Read me aloud

 Latest news

CORONAVIRUS latest: [see our updates and advice, including local restrictions](#)



Liverpool
City Council

 Site search

Search

[→ Sign in / register](#)

[Home](#) / [Communities and safety](#) / [Emergency planning](#) / [Coronavirus](#) / [Help for people and communities](#) / [Ask for help](#)

Ask for help

Are you self-isolating or clinically extremely vulnerable? Find out how to access a range of support.

What help can I get?

You can get help if you:

- have to self-isolate
- are clinically extremely vulnerable - [see our advice for extremely vulnerable people](#)

We want to prioritise people who really need help, so please ask family, friends, neighbours or anyone else that you can call on first. We can offer support if you need to:

- find an emergency foodbank
- get help with your shopping
- ask for prescriptions to be collected
- chat to a friendly volunteer because you are lonely

Related pages

- [➤ Advice for extremely vulnerable people](#)
- [➤ Test and Trace support payment](#)
- [➤ Foodbanks, meal and food delivery services](#)
- [➤ Coronavirus benefits advice and support](#)

Elsewhere on the web

- [🔗 Live Well directory of local support during the outbreak](#)
- [🔗 The Guide Liverpool's local delivery](#)

