

Cyngor Sir CEREDIGION County Council

REPORT TO: Corporate Resources Overview and Scrutiny Committee

DATE: 19th July 2023

LOCATION: Hybrid/Council Chamber

TITLE: Clic update

PURPOSE OF REPORT: Report has been requested by Committee Members

REASON SCRUTINY HAVE REQUESTED THE INFORMATION: To receive updated information

BACKGROUND:

Update on current work within the Clic Team

CURRENT SITUATION:

[Customer Services](#)

The CLIC contact centre staff continue to work in line with the Hybrid Working Strategy. We have introduced 'Team Day's which have proven extremely beneficial where we encourage staff to attend an office, this provides an opportunity for the management team to assess wellbeing and address any issues that may have arisen.

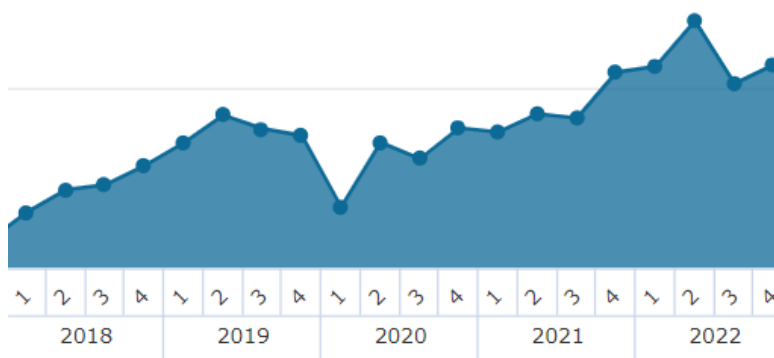
Since June 2022, the contact centre now manages all initial Social Care calls, adopting the call handling role of the team formerly known as Porth Gofal. The Clic team have worked closely with colleagues in Learning and Development and the former Porth Gofal team to develop a training programme and a suite of information resources to assist the call handlers.

The telephony system we have allows us to record 'live' calls and to 'listen in' during a live interaction. This has proved hugely beneficial during this implementation

period. We have been able to use recorded calls as part of the training resource and by capturing these calls, has allowed us not only to Quality Assure but also demonstrate to call handlers examples of good practice. This collaborative working has now resulted in 95% of the training required to action calls on this line being delivered in team.

Our improved training ability allows our service to schedule training for new starters quickly and it has now formed part of the induction/training pack we offer to all new staff. The quicker turn around means we have more skilled staff able to take a wider variety of calls and provide better customer service.

As we have taken on more services across the council, we have been able to handle a more enquiries and we can see this growing steadily.



The Face-to-Face provision reopened in October 2022, initially on a three day a week basis increasing to five days a week in January 2022. Initially customers were slow to access this provision, but recent months has shown an increase in visits and enquiries logged on the CRM. The F2F service is offered from all four of our major libraires – Aberystwyth - Canolfan Alun R Edwards, Aberaeron, Lampeter and Cardigan. Staff work alongside colleagues from the Library Staff at all sites.

Total No of Enquiries logged via F2F provision	1911
---	------

All data reported on is for the period 1/4/22 to 31/3/23

Total no of Calls	Welsh Calls	English Calls	Emails Clic@	Enquiries logged on CRM
130908	20970	109938	35852	95421

The post room continues deal with all incoming and outgoing post. Post received is scanned and shared to the relevant departments via an email for processing. All items are indexed with blue badge applications, financial assessments and any

application for service forwarded to teams along with any supporting documents. Original documents are returned to customers within two working days. The retention period for paper copies is 6 months.

Financial Year 22/23	Incoming Mail	Outgoing Mail
Total	34141	178497

The Post room continues to print out any cheques/BACS notifications for the Authority and mails out all outgoing post on behalf of services

The post room staff also deal with any monies received through the post

NO of Cheques processed	Value of Cheques processed
5167	£3.414.357.42

The Clic team are also responsible for the assessing and issuing of Blue Badges. The service sits under the Direct Contact team. The Blue Badge Assessor works from home with assistance from the Direct Contact team during busy periods to assist with correspondence – i.e. further information letters, confirmation of issue of badge etc.

IT DEVELOPMENTS

Disruption to bin routes is now automated for update via the website, Clic team and MyAccount ensuring any change or disruption to a route is immediately visible to all My Account users (when affected) and customer services staff through Clic.

My Account has been launched for councillor and council staff use. Access is in the process of being rolled out to all community council clerks and if successful will be made available to the public later in the year.

Rollout is dependent on testing new functions have been added to allow users to submit specialist enquiries for:

- Potholes
- Streetlights
- Trees
- Drains
- Public footpaths and bridal ways
- Or the general enquiries.

Improved mapping allows road details to be detected and ward boundaries are correctly matching councillor details.

Integration with the Highways system Symology and the Coast and Countryside system CAMMS have been developed and enquires are kept in sync between the two.

A staff email reminder system has been developed and is in testing. Staff will be sent a reminder email if an enquiry has been left open for 2 weeks and then sent every fortnight until the enquiry is closed. Further development is planned to give staff and managers better oversight of enquires and progress.

Closure Message – Clic will now send closure messages automatically when configured. Enquires closed in Symology using technical codes will translate these and inform the customer immediately, with updates available via MyAccount.

More services and integration into MyAccount and Clic are being developed continuously with at least monthly updates to both systems.

Work will be undertaken over the summer to migrate the Clic Call centre to a newer cloud managed solution and allow access to some new features for consideration the new year.

[Corporatisation benefits and Strategy](#)

We continue to derive benefits from the corporatisation of the customer services team with a much clearer picture of all enquiries available in a single system. This has allowed analysis of all the services we offer, their performance and their usage.

Similarly centralising all post into one location and one team is allowing us to investigate improvements and modernise services.

A full review of all council services and their digital maturity is also underway to allow planned development work and to support the development of a new Digital Strategy and where possible will feed improvements to support the Clic Team and MyAccount options to improve services to the public.

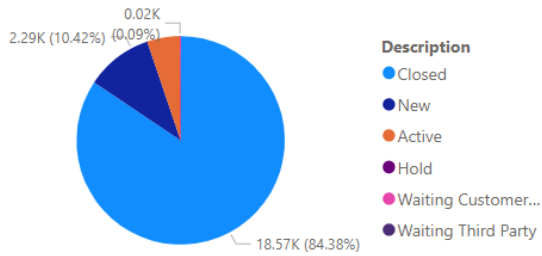
This investigation work, data analysis and digital review is being considered and will feed into a new Customer Services Plan 2024-27 which will be presented to scrutiny in due course.

Dashboard for April, May, June 2023

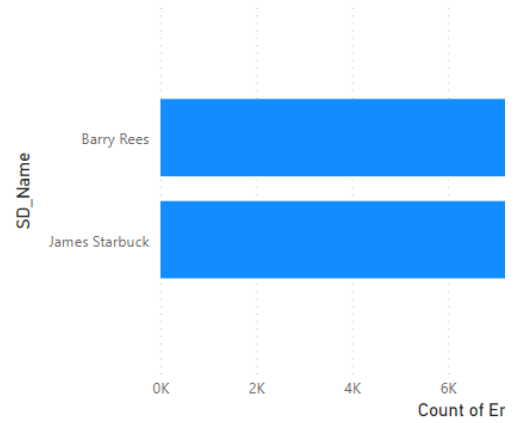
Year, Month
Multiple selections

22.00K

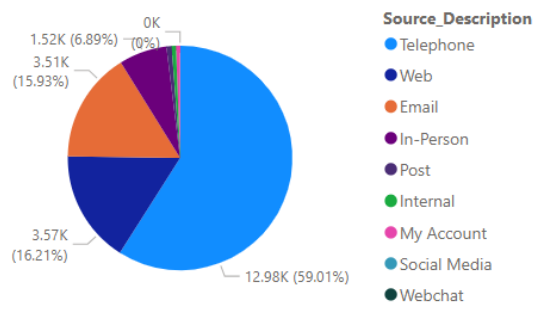
Enquiries by Status



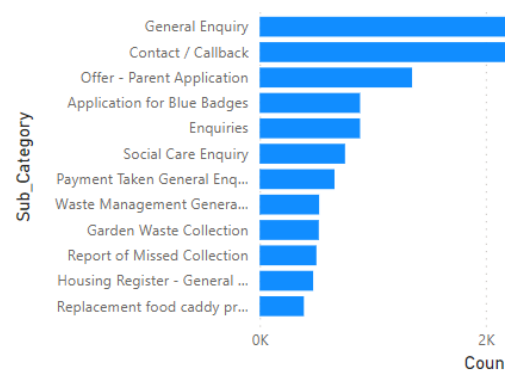
Service Breakdown



Source



Category Breakdown



Has an Integrated Impact Assessment been completed? If, not, please state why

Summary: No IIA as report covers business as usual. An IIA will be needed for the wider My Account release.

WELLBEING OF FUTURE GENERATIONS:

Long term:

Integration:

Collaboration:

Involvement:

Prevention:

RECOMMENDATION (S):

For information only

REASON FOR RECOMMENDATION (S):

Contact Name: Alan Morris

**Designation: CLO Customer
Contact and ICT**

Date of Report: 29/06/2023

Acronyms: