

My Ref: T: Scrutiny/PRAP/Comm Papers/Correspondence

Date: 27 April 2016

Councillor Graham Hinchey
Cabinet Member, Corporate Services & Performance
Cardiff Council
County Hall
Cardiff
CF10 4UW



County Hall
Cardiff,
CF10 4UW
Tel: (029) 2087 2087

Neuadd y Sir
Caerdydd,
CF10 4UW
Ffôn: (029) 2087 2088

Dear Councillor Hinchey

Policy Review & Performance Scrutiny Committee: 12 April 2016

The Policy Review and Performance Scrutiny Committee is grateful for your attendance at Committee for consideration of the Communities, Housing and Customer Services Directorate Delivery Plan, and has asked me to pass on the following comments and observations following their discussion at the Way Forward.

The Committee wishes to congratulate C2C on their performance in 2015/16. In fact Members are so interested in the service they have asked that I arrange a re-visit to Wilcox House when we next consider customer service, prior to holding a full Scrutiny Committee at Wilcox House.

Members are interested in the quality of response a customer can expect when contacting C2C by email. They note this ranges from an automated initial response, a standard response within 24 hours where C2C can deal with the enquiry and, if the issue is complicated, a C2C holding response will precede the Directorate response which is tracked by C2C.

All Members are generally very happy with the Members Enquiry Line service offered by C2C, though some feel there is an opportunity to extend the opening hours and suggested that the service didn't always resolve issues as quickly as C2C. We do however recognise that as staff have become more specialised it is difficult to cover all services for longer hours. The one improvement opportunity we feel strongly about

is that Members wish to receive notification when their outstanding enquiries have been closed.

The Committee is interested in how C2C interfaces with the Council's social media accounts, particularly how it responds to complaints published on social media. We note that the profiles of social media comments are observed, retained, and responses provided by the Web Team. Members suggest that the Council's response to social media inquiries is variable, but recognise that the service is continually monitored, and there is an intention to work on the consistency of responses.

Members consider sickness levels are a little high at C2C, however note that the levels are lower than the Directorate generally, and that trends are analysed, as the dynamics of a close working environment are often responsible for short term sickness. Issues which relate to stress particularly are monitored and Members welcome your offer to provide more detail around sickness levels if required.

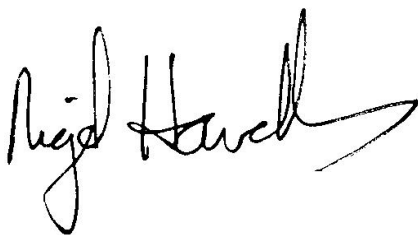
As a general observation the Committee notes that call centre working environments attract younger personnel. Members are interested in how Performance information is used to ensure the right people are on duty at the call centre. We note that staff preferences are taken into account when allocating work streams, ensuring staff have the knowledge to deal with specialist calls. We are pleased to hear staff PPDRs are used to manage staff motivation, by developing a culture of rotating voluntary moves, and it is usual that the more experienced agents deal with the more complex calls, such as Council Tax and Housing Benefit.

To recap, the Committee:

- wishes to re-visit C2C when it next considers customer service, prior to holding a full Scrutiny Committee at Wilcox House;
- Feels strongly that an improvement opportunity exists to notify Members when their outstanding enquiries have been closed.

Once again my sincere thanks for your engagement with the Committee on this matter. I look forward to a formal response.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Nigel Howells', with a stylized flourish at the end.

COUNCILLOR NIGEL HOWELLS
CHAIR, POLICY REVIEW AND PERFORMANCE SCRUTINY COMMITTEE

cc

Members of the Policy Review & Performance Scrutiny Committee;
Isabelle Bignall, Assistant Director Customer Services and Communities
Gareth Newell, Head of the Cabinet Office;
Cheryl Cornelius, Cabinet Business Manager.