

Customer & Digital Services - update report

Purpose of Report

1. To provide the Committee with an update on development of the Council's Customer and Digital Services.
2. Members are advised there are no papers that accompany this item. The full update on both services will comprise of an in-person presentation at Committee by the Chief Digital Officer.

Background & Context

3. The Committee's Terms of Reference confer responsibility for scrutiny of the overall operation of the Council's programme for improvement, including Contact Centre Services, Service Access, Information and Communication Technology.
4. The Corporate Plan 2023-26 includes a priority of improving the Council's digital offer and enhancing the use of data. Steps listed to achieve this priority are:
 - Support citizens to make the switch to digital services.
 - Use automation to streamline administrative tasks and create a more efficient and joined-up Council.
 - Prioritise the development or re-development of digital services which deliver the greatest budget efficiencies.
5. Achievement of the above *Steps* in 2023/24 will be measured by:
 - The number of **customer contacts** to the Council using digital channels (5% increase on the 2022/23 outturn)

- The total number of **webcast hits** (12,500)
 - The number of **Facebook followers** (10% increase on the 2022/23 outturn)
 - The number of **Instagram followers** (10% increase on the 2022/23 outturn)
 - The number of people registered with the **Cardiff Gov App** (5% increase on the 2022/23 outturn).
6. The Council has a **Digital Strategy** that commits to a 'Digital First' approach, making the best use of new technologies to run the Council's services, particularly its transactional services, as efficiently and effectively as possible. Similarly, pre-pandemic the Council developed a comprehensive **Customer Strategy**. *that* will be re-freshed to support corporate priorities.
 7. Included in the refresh of the customer strategy, and given the increasing digital agenda, the Council is undertaking a full-service review of its C2C contact centre.
 8. This scrutiny will present the latest position in both Customer and Digital worlds, recognising their interdependence.

Scope of the Scrutiny

9. Following a full presentation and briefing on the Council's vision for customer service, plans for reviewing C2C, and the work of the Digital Delivery Team, Members may wish to test the direction of travel is in line with the well-being of future generations whilst inclusive to all customers. Members may also wish to explore opportunities for further scrutiny engagement as part of the Committees 2023/24 work programme.

Way Forward

10. To support this scrutiny, in attendance will be Councillor Chris Weaver, Cabinet Member Finance, Modernisation & Performance; Chris Lee, Corporate Director Resources; Isabelle Bignall, Chief Digital Officer, and Rachel Bishop, Customer Services Manager.
11. At the meeting, Members will receive a presentation by the Chief Digital Officer, explaining the Council's customer charter, standards, strategy and training,

alongside developments in Digital Services designed to offer more choice for customers and improve service delivery. Members will then be invited to ask questions.

Legal Implications

12. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

13. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

Recommendations

14. The Committee is recommended to:

- i. Note the vision and progress for both Customer and Digital Services;
- ii. Consider whether it wishes to offer comments, observations, or recommendations for Cabinet consideration.
- iii. Consider whether there are issues that would benefit from further/ongoing scrutiny as part of its 2023/24 work programming.

DAVINA FIORE

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10 May 2023