

C2C - Digital customer services familiarisation

Purpose of Report

1. To offer Members a visit to the Council's C2C frontline customer response centre and familiarisation with digital development in customer service delivery.

Structure of the Papers

2. Attached to this report to support Members preparation are:
 - Appendix 1:** Customer & Digital Services Core Data Report for September 2023.
 - Appendix 2:** Correspondence following scrutiny of Digital Services in May 2023

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. In May 2023 this Committee received an update from the Chief Digital Officer on the Council's Customer and Digital strategies (correspondence attached at **Appendix 2**). Following the scrutiny Members requested that the Committee has the opportunity to visit the frontline C2C service to increase digital awareness of customer service delivery.
5. 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:
 - a. Support citizens to make the switch to digital services.
 - b. Use automation to streamline administrative tasks and create a more efficient and joined-up Council.

- c. Prioritise the development or re-development of digital services which deliver the greatest budget efficiencies.

6. 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).

7. 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.

8. 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.

Scope of the Scrutiny

9. This scrutiny aims to further members understanding of the interdependence of customer service and digital technology. It will commence with a familiarisation visit to C2C. Members will be collected from committee room 4 County Hall. Returning to committee room 4 Members will have a full presentation on the digital channel offer and Bobi the Council's chatbot.

10. Members may wish to test the C2C offer is in line with the well-being of future generations whilst also inclusive to all customers.

Way Forward

11. To support this scrutiny, in attendance will be Councillor Chris Weaver, Cabinet Member Finance, Modernisation & Performance; Isabelle Bignall, Chief Digital Officer, Rachel Fernie, Customer Services Manager, and Emlyn Nash, Operational Manager, Digital Delivery. Following the tour and the presentation, Members will 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.

Recommendation

14. The Committee is recommended to:

- i. Note the customer service and digital channels offered through C2C, and the future vision for customer services and;
- ii. Consider whether it wishes to offer comments, observations, or recommendations for Cabinet consideration.

DAVINA FIORE

Director of Governance and Legal Services

12 October 2023