

Agenda Item 7

Service Delivery/Performance Committee

24 September 2009

Systems Thinking



Preventable demand in the Customer Service Centre

Summary

This report explains volume levels of customer contact with the Customer Service Centre (CSC) from 1 April 2008 to 30 June 2009 in relation to preventable demand which has been captured on the Customer Relationship Management (CRM) system during this period.

This is key information we have introduced during our systems thinking reviews and is also collected nationally from 1 April 2008 date as National Indicator 14 (avoidable contacts).

Recommendation

1. That the Committee revisit the issue of preventable demand in the Customer Service Centre at the next meeting, with the information to be presented including the 2nd Quarter data if available, and with the relevant Streetscene Officers and the Portfolio Holder – Streetscene being invited to attend the meeting to up-date the Committee on proposed action,
2. That any Heads of Service responsible for services where the CSC deals with preventable demand review their processes in order to reduce this demand and help ensure that an improved service is provided to the residents of East Devon.

a) Reasons for Recommendation

One of the critical measures we are using to understand what service is like from a customer point of view is the split between value and preventable demand.

Individual services who have been reviewed are reporting already to members. This is the first time we have captured the information corporately using the Customer Service Centre data.

b) Alternative Options

c) Risk Considerations

n/a

d) Policy and Budgetary Considerations

This report helps members understand one of the ways we are trying to achieve our Corporate Priority "Excellent service for our customers".

e) Date for Review of Decision

Quarterly with performance information.

Main Body of the Report

1. Following the introduction of NI 14 – Reducing Avoidable (or Preventable in ‘Systems Thinking’ speak) Contact in 2008 and the introduction of Systems Thinking within EDDC it was decided that all contacts to the Customer Service Centre should be tagged as ‘Preventable’ or ‘Value’ demand. This has enabled reports to be generated which show where and when preventable contact has taken place.
2. If we look at Appendix A we see the call volumes, calls recorded on Lagan (the Customer Relationship Management-CRM - system), total preventable and main types of preventable contact within the CSC from 1 April 2008 to 30 June 2009.
3. During the first quarter (April – June) of 2008 21,541 calls were received by the CSC, 8594 of these were recorded on the Lagan. Of these recorded contacts 45% were tagged as preventable. 40% of this preventable contact came about as a result of the promotion and change in collection days before Phase 1 of the new recycling scheme.
4. When the new recycling scheme was rolled out in August 2008 the total contacts to the CSC rose to a massive 24,086 between July and September 2009. During this period the amount of calls recorded on Lagan dropped by almost half to 4476. Reasons behind this could have been; the lack of time to record information and or the type of calls during this period did not warrant recording. During this period the amount of preventable contact more than halved compared to the previous quarter.
5. From October 2008 – March 2009 the amount of calls coming into the CSC eased off considerably, averaging just over 12,000 contacts per quarter, with over 7,000 being recorded on Lagan. However during this six month period preventable contact rose to over 55% of all recorded calls. This could have come about for 3 reasons:
 - more calls being recorded (58% as opposed to only 19% in the previous quarter)
 - more processes being added to the Lagan system, thereby capturing more data
 - the local communities need for reassurance that they had understood what they had read
6. As Phase 2 of the recycling scheme was rolled out total contacts to the CSC rose to 19139, nearly 5,000 less than for Phase 1. Of these contacts over 12,000 were recorded with 8532 of these showing as preventable (71% of all calls recorded) and of these 67% related to Refuse and Recycling.
7. The table below shows that we are now capturing more data. The rise in preventable demand in the second period is probably due to Phase 2 roll out of the recycling scheme on 2 June 2009.

	Time period	
	April – June 2008	April – June 2009
Total calls	21,541	19,139
Total Calls recorded	8594 (40% of all calls)	12031 (62% of all calls)
Total Preventable Contacts	3908 (45% of all calls recorded)	8532 (71% of all calls recorded)
Total Preventable Refuse and Recycling contacts	3469 (40% of all calls recorded)	8076 (67% of all calls recorded)

8. During this 15 month period preventable demand relating to complaints about contractors has risen by 100 contacts. Most of these related to the new recycling schemes.

Legal Implications

N/a

Financial Implications

N/a

Background Papers

- Quarterly reports on Avoidable Contact and Total Contact for the period 1st April 08 to 31st March 09.

Cherise Foster Extn 1535
Customer Service Manager

Service Delivery /Performance
24 September 2009

Appendix A

