

Service Plan 2008/2009: Corporate Services

SERVICE AREA – CRM, Administrative and Procurement Services

Our Service Aims is:

To provide a comprehensive effective, efficient Customer Services Management, Administration and Procurement Service to all customers and service users.

1. Our 3 year Service Objectives Set In April 2006

<u>Our 3 year Service Objectives Set in April 2006</u>	<u>Key Tasks for 2008/09</u>
<p>1. Develop new strategies <i>(Helping Us to Deliver Goal 1, Priority 3)</i></p>	<ul style="list-style-type: none"> • Further development of CRM system linked to Microsoft for improved back office functionality • Develop customer service approach to service delivery from administration service and increase range of value added services available • Ensure that the procurement strategy is integrated into everyday procurement activity across the authority • Ensure procurement principles are embedded and effectively used
<p>2. Implementation of new initiatives and services. <i>(Helping Us to Deliver all our Goals)</i></p>	<ul style="list-style-type: none"> • Introduction of CRM "Service Champions" with specific departmental/section responsibilities • Contribute to the sharing of resources across CRM and administration • Provide tools and professional guidance to build procurement capacity and capability
<p>3. To provide a centralised Procurement Service providing value for money for all users. <i>(Helping Us to Deliver all our Goals)</i></p>	<ul style="list-style-type: none"> • Ensure necessary policy and procedures are in place
<p>4. Review the operational requirements of the service area <i>(Helping Us to Deliver Goal 1)</i></p>	<ul style="list-style-type: none"> • Identify and implement process changes within administration that utilise technology and electronic communication

<p>5. Environmental Management System</p> <p><i>(Helping Us to Deliver Goal 1, Priorities 2 & 3 and Goal 4, Priority 1)</i></p>	<ul style="list-style-type: none"> • To deliver actions in the climate change plan • Ensure that procurement activity contributes positively towards sustainable development and improves social, economic and environmental benefits for the community • Encourage use of fair trade and fair trade products and support the principles of fair trade
<p>6. To ensure all our services promote value for money and are focused on our customer needs.</p> <p><i>(Helping Us to Deliver Goal 1, Priorities 2 & 3 and Goal 3)</i></p>	<ul style="list-style-type: none"> • Ensure that there is an opportunity for regular open communication with internal customers to the administration service to align service provision with needs • Delivery maximum value for money from identification and use of appropriate e-procurement solutions
<p>7. To review and where possible improve internal and external communication</p> <p><i>(Helping us to deliver Goal 1, Priority 2)</i></p>	<ul style="list-style-type: none"> • Ensure compliance at all times with the Council's Communications Strategy and Standards • Monitor and keep up to date relevant information on the Council's website • Ensure information relating to service area is available and accessible for customers • Promote procurement practices and policies which contribute to priorities on local regeneration and economic development
<p>8. Diversity & Equality</p> <p><i>(Helping us to deliver Goal 1, Priorities 2 & 3)</i></p>	<ul style="list-style-type: none"> • Review results of impact assessments and continue to monitor and progress against action plan for administrative service

2. Actions for 2008/2009 Required through Other Strategies and Plans

Procurement Strategy	<ul style="list-style-type: none"> To assist in meeting the actions in the strategy A range of procurement indicators are being developed in collaboration with NECE to include customer satisfaction
Administrative Strategy	<ul style="list-style-type: none"> Monthly review of service provision using a range of quantitative and qualitative data including customer assessment
Human Resource Strategy	<ul style="list-style-type: none"> Delivery of three year Development Action Plan
CPA Improvement Plan	<ul style="list-style-type: none"> To ensure there is consistency across all team meetings and good opportunities for two way communication To ensure mechanisms are in place for positive recognition To improve shared learning across the Council
Audit Letter	<ul style="list-style-type: none"> Further develop approach to procurement savings.
Community Strategy	<ul style="list-style-type: none"> Contribute towards delivering objective 2.3 – Ensuring that barriers to accessing Services are removed.
Local Government Reorganisation Transition Plan, Accelerator Projects and Work Package	<ul style="list-style-type: none"> Contribute to the ongoing work

3. Equalities Objectives

Objective	Key Activity	Progress Milestone
High Priority Equality Impact Assessments	Complete for: <ul style="list-style-type: none"> CRM protocols Customer comment card Reception Areas Signage 	By 30 th September 2008

4. Performance Indicators

The national and local performance indicators relevant to **CRM, Administration and Procurement** are listed below. Actual performance in 2006/2007 and the estimated outcome for 2007/2008 is given together with targets for 2008/2009

Performance indicator	Outturn 2006/07	Target 2007/08	Outturn 2007/08	Target 2008/09
Customer satisfaction with the admin service [L]	Not Calculated	90%	Not Calculated	Indicator Deleted
CRM Team to answer % of telephone calls within 7 seconds [L]	Not Calculated	N/A	Not Calculated	Indicator Deleted
Savings generated through procurement activities [L]	£140,481	£160,000	£150,000	£150,000
Avoidable contact: the proportion of customer contact that is of low or no value to the customer [NI 14]	N/A	N/A	N/A	To be Calculated

5. Comments on Performance Indicators

A limited number of local performance indicators are identified for this area.

6. Key Achievements in 2007/08

Our key achievements last year were:

- ✓ Introduced a new CRM system at first point of contact.

7. Budget Implications

The gross cost of this service in 2008/09 is **£453,500**. In 2007/08 the estimated outturn is **£431,865**.

Costs	2006/07	2007/08
Employee	214,301	214,700
Premises	0	0
Services	1,521	1,000
Transport	0	300
Office Supplies	132,277	160,300
Recharges	83,766	77,100
Miscellaneous	0	100
TOTAL	431,865	453,500

8. Risks associated with Delivery / Non-Delivery

An administration review will help identify ways of reducing risk.

9. Training Implications

Training plan due for update following appraisals.

10. Comments of Service Manager

Another busy year for the Customer Relationship Management Team, which has seen a new system introduced.

Greater flexibility and generic working continues to help provide an improving and more comprehensive service.