

Progress Update Report – Halton Direct Link

Period: Q3 - 1st October 2010 to 31st December 2010

1.0 Introduction

The purpose of this report is to provide information concerning those objectives / milestones identified within the Adults and Community Directorate Plan that relate to the Council's Halton Direct Link facility.

2.0 Key Developments / Emerging Issues

The Council's Efficiency Review of Halton Direct Link and Revenue & Benefits is now almost completed. A new structure has been approved by the Efficiency Board which combines Customer Services Division with Revenues and Benefits Division. The new division will be part of Financial Services Department. The structure is currently out for consultation.

A review of the Council's Contact Centre will commence in the New Year and the outcome will be reported to Elected Members in 2011.

"In October 2010 Halton Direct Link began a program of Customer Exit Surveys to establish customer satisfaction with the Councils One Stop Shops and Call Centre facilities. As well as establishing customer satisfaction, survey responses will be used to identify areas for service improvement, by ascertaining the views of customers and analysing experiences and interactions with our services. An electronic survey has also been developed for those customers who choose to contact the Council through e-mail or the halton.gov.uk website.

Although initial response rates have been lower than anticipated, the feedback from customers has been very positive with 100% of customers rating the services offered by our One Stop Shops and the Call Centre as "Good" or "Very Good". With regards to waiting times, One Stop Shop customers had a 97% satisfaction rating and 87% of customers were satisfied with the waiting time for the Call Centre. 99% of all customers felt that they were treated fairly and with respect; 99% found staff to be polite, patient and professional; and 100% of those surveyed felt that staff listened to and understood their needs".

3.0 Current Progress

Objective

Review the efficiency of Customer Services (Halton Direct Link) to ensure that it is providing a value for money service, which meets the needs of the people of Halton

Milestone

Progress Q 3

Develop an Implementation, Transition and Development Plan which outlines the activities required to implement the recommendations of the review of Halton Direct Link **May 2010** (AOF 33)

Refer comment

Supporting Commentary

A new structure has been approved by the Efficiency Board which combines Customer Services Division with Revenues and Benefits Division. The new division will be part of Financial Services Department. The structure is currently out for consultation. The consultation period will end on January 4th 2011 after which a final structure will be published and an implementation team will be formed to produce an implementation plan. A separate review of the Contact Centre will commence in the New Year. The first meeting of the Efficiency Group took place in December 2010 with a savings target of £110,000.

Milestone

Following the work stream efficiency assessment of Halton Direct Link, develop alternative options for delivery of the service (if any) **April 2010** (AOF 33)

Supporting Commentary

A new structure has been agreed which sees Benefit Officers embedded within the One Stop Shops. The Customer Services Division will be combined with the Revenues and Benefits Divisions. The structure is currently out to consultation. Once complete an implementation team will be formed.

A separate review of the Contact Centre commenced in December 2010

Milestone

Following implementation, undertake an evaluation of the service to ensure that it is meeting the requirements of the people of Halton **March 2011** (AOF 33)

Supporting Commentary

Subject to the progress being made in the above milestone

Performance Indicators




| Ref | Description | 09 -10 Actual | 10 – 11 Target | Q3 | Progress |
|-------|--|------------------|-------------------|------------------|----------|
| NI 14 | Avoidable Contact: The average number of customer contacts per received customer request | 18.97 % | 18 % | Refer to comment | |

Supporting Commentary

This NI is no longer collected nationally because of the difficulties in ensuring data is collected in a comparable manner.




As a result, information regarding this indicator will no longer be collated and a review of performance indicators will be undertaken which is relevant to the Efficiency Programme outcomes.

Symbols are used in the following manner:

| Progress | <u>Objective</u> | <u>Performance Indicator</u> |
|-----------------|--|---|
| Green |  Indicates that the <u>objective is on course to be achieved</u> within the appropriate timeframe. | <i>Indicates that the annual target <u>is on course to be achieved</u>.</i> |
| Amber |  Indicates that it is <u>uncertain or too early to say at this stage</u> , whether the milestone/objective will be achieved within the appropriate timeframe. | <i>Indicates that it is <u>uncertain or too early to say at this stage</u> whether the annual target is on course to be achieved.</i> |
| Red |  Indicates that it is <u>highly likely or certain</u> that the objective will not be achieved within the appropriate timeframe. | <i>Indicates that the target <u>will not be achieved</u> unless there is an intervention or remedial action taken.</i> |

Direction of Travel Indicator

Where possible performance measures will also identify a direction of travel using the following convention

| | |
|--------------|---|
| Green |  Indicates that performance is better as compared to the same period last year. |
| Amber |  Indicates that performance is the same as compared to the same period last year. |
| Red |  Indicates that performance is worse as compared to the same period last year. |
| N/A | Indicates that the measure cannot be compared to the same period last year. |