

CUSTOMER ACCESS AND ENQUIRY CENTRE UPDATE

Report of the Director of Housing and Customer Service

1. SUMMARY

This report explains progress on implementation of Derby Homes Customer Services Strategy. It also explains our progress on working with the Council around the integration of our Enquiry Centre with Derby Direct.

2. RECOMMENDATION

For noting and to agree to receive future progress reports.

3. MATTER FOR CONSIDERATION

3.1 Derby Homes City Board has received previous reports on our progress achieving 'channel shift' within the Customer Services Strategy. This report shows that progress has been maintained over the last year and that we are now comfortably ahead of our targets.

3.2 The strategy aims to achieve 'channel shift' in two phases:

1. Firstly, to reduce face to face contact while at the same time building up website self-service and telephone based service through the Enquiry Centre.
2. Secondly, to further reduce face to face contact but also to reduce the proportion of service through the Enquiry Centre and continue to increase website based self service.

3.3 There is strong evidence that we are succeeding in these aims. The table below shows the percentage of contacts by contact type

	Initial Strategy Position (%)	Strategy Target April 2012 (%)	Strategy Target April 2015 (%)	Progress at November 2011 (%)	Progress at December 2012 (%)
Telephone Contact Enquiry Centre	60	65	60	67.1	58.4
Letter	1	1	1	0.3	0.4
SMS	0	5	10	0.7	1.1
Visits to Offices	35	20	10	7.9	7.0
Website Self-Service	1.5	5	13	24	33.1

3.4 The table shows two things:

- By November 2011 we had already comfortably exceeded the targets in the Customer Service Strategy for channel shift
- By December 2012 we had made considerable extra progress and crucially can now start to demonstrate that there is an overall shift away from telephone contact to web based self service.

3.5 The tenants dashboard has been very successful. As at November 2011, we had 734 tenants signed up to the dashboard. We now have 1373 which is around 10% of all tenancies. Those tenants are now able to access a range of core services from Derby Homes without having to contact us.

3.6 The following table gives a detailed analysis of how tenants are accessing services across the key service channels during the last quarter:

	October		November		December	
	In	Out	In	Out	In	Out
Telephone Contact Enquiry Centre	18,997		16,309		12,041	
Letter	83	5,267	181	3,857	43	2,580
SMS	326	13,315	301	13,867	232	8,400
Visits to Offices	2,475		1,934		1,285	
Website – Total visits	9,920		9,482		7,465	
Total Number of Contacts	31,801	18,582	28,207	17,724	21,066	10,980

3.7 There have been a number of important changes to the Derby Homes Enquiry Centre over the last quarter. These are

- The introduction of a call routing 'menu' for customers to choose either repairs or general enquiries
- The splitting of the Enquiry Centre into repairs and general enquiries teams and the relocation of the 'repairs' part of the team to London Road
- The relocation of the 'general enquiries' part of the team to the Council house working alongside, but separate from Derby Direct
- The opening and servicing of two customer service booths at the Council House.

3.8 There were a number of conditions agreed with the Council as part of the award of Derby Homes' new contract. One of these was that we develop joint working arrangements between Derby Homes Enquiry Centre and Derby Direct. Initial discussions around this were held last year, but it was agreed to delay further discussions until after the Council recant to the refurbished Council House.

3.9 We have held a further meeting with the Council's Customer Services Department to discuss how we might progress this. The outcomes of that meeting were:

- A steering group will be set up to manage and oversee the project
- A project team put in place to work up a business case for joint working arrangements
- Broad agreement that only 'generic' functions will be considered and that repairs ordering and repairs related customer service will remain 'out of scope'.

3.10 It is envisaged that a further report will be taken to Derby Homes Board in March 2013 which will detail our proposals further. A key requirement of integration will be that current customer service standards in relation to call handling, response times and quality will be maintained.

The areas listed below have no implications directly arising from this report:

- Financial and Business Plan
- Personnel
- Equalities Impact Assessment
- Consultation
- Legal and Confidentiality
- Environmental
- Health & Safety
- Risk
- Policy Review

If Board Members or others would like to discuss this report ahead of the meeting please contact:

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Background Information: None

Supporting Information: None.

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