

ACCESS WIRRAL

*BETTER, FASTER & MORE EFFICIENT
CUSTOMER SERVICES*

ACCESS WIRRAL

OUR APPROACH

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."

Phil Davies
Cllr Phil Davies, Leader of Wirral Council

Strategic Intent



In scope

- Council Tax automation
- Housing Benefit automation

Out of scope

- Partner services
- Business Services
- Buildings

Services affected

- One Stop Shops and Call Centre
- Back office-Council Tax & Housing Ben.
- Business Support-Scanning

ACCESS WIRRAL

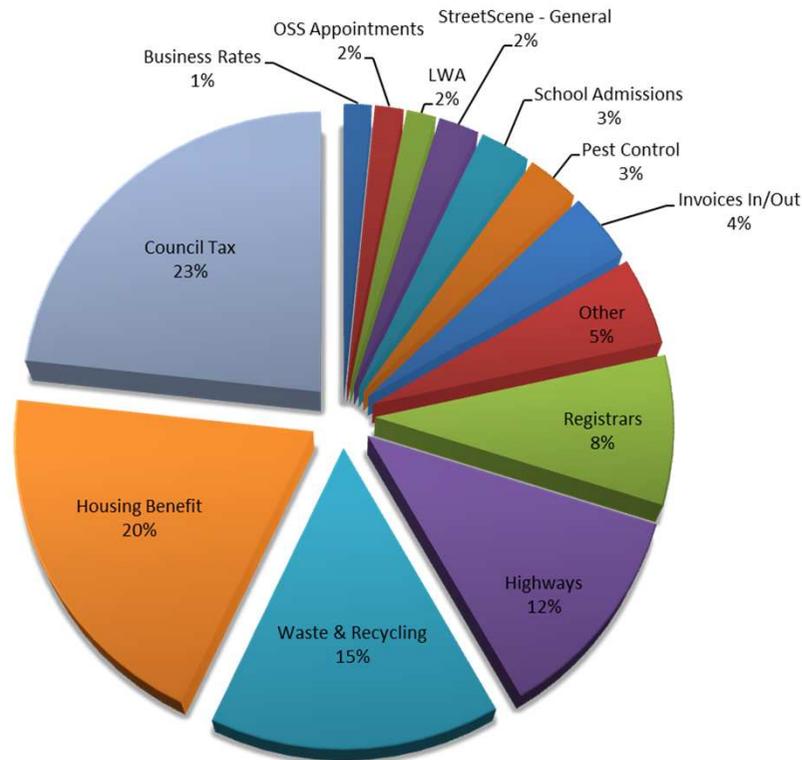
WHY PEOPLE CONTACT OSS & CALL CENTRE

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."

Phil Davies
Cllr Phil Davies, Leader of Wirral Council

Call Centre - Telephone & Email



ACCESS WIRRAL

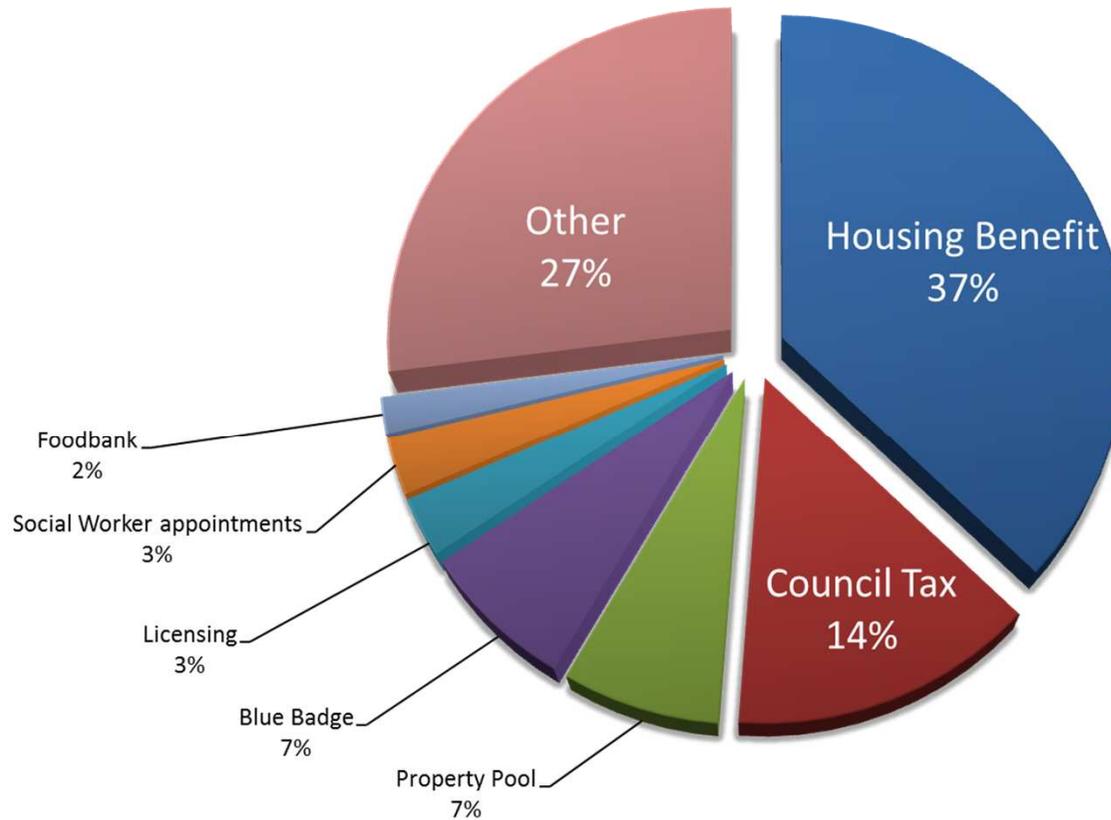
WHY PEOPLE CONTACT OSS & CALL CENTRE

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."

Phil Davies
Cllr Phil Davies, Leader of Wirral Council

One Stop Shop



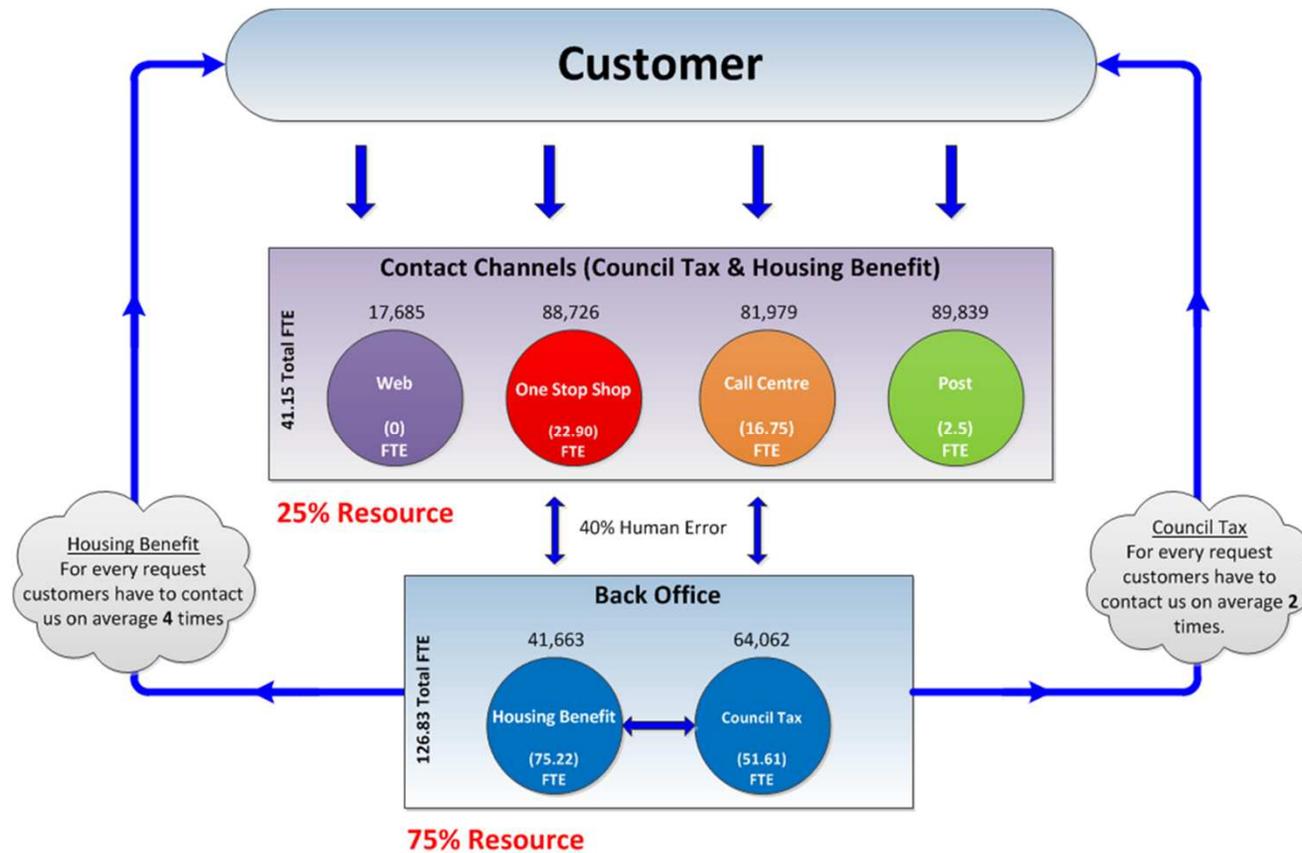
ACCESS WIRRAL

WHAT IT FEELS LIKE TO BE A CUSTOMER

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."

Phil Davies
 Cllr Phil Davies, Leader of Wirral Council



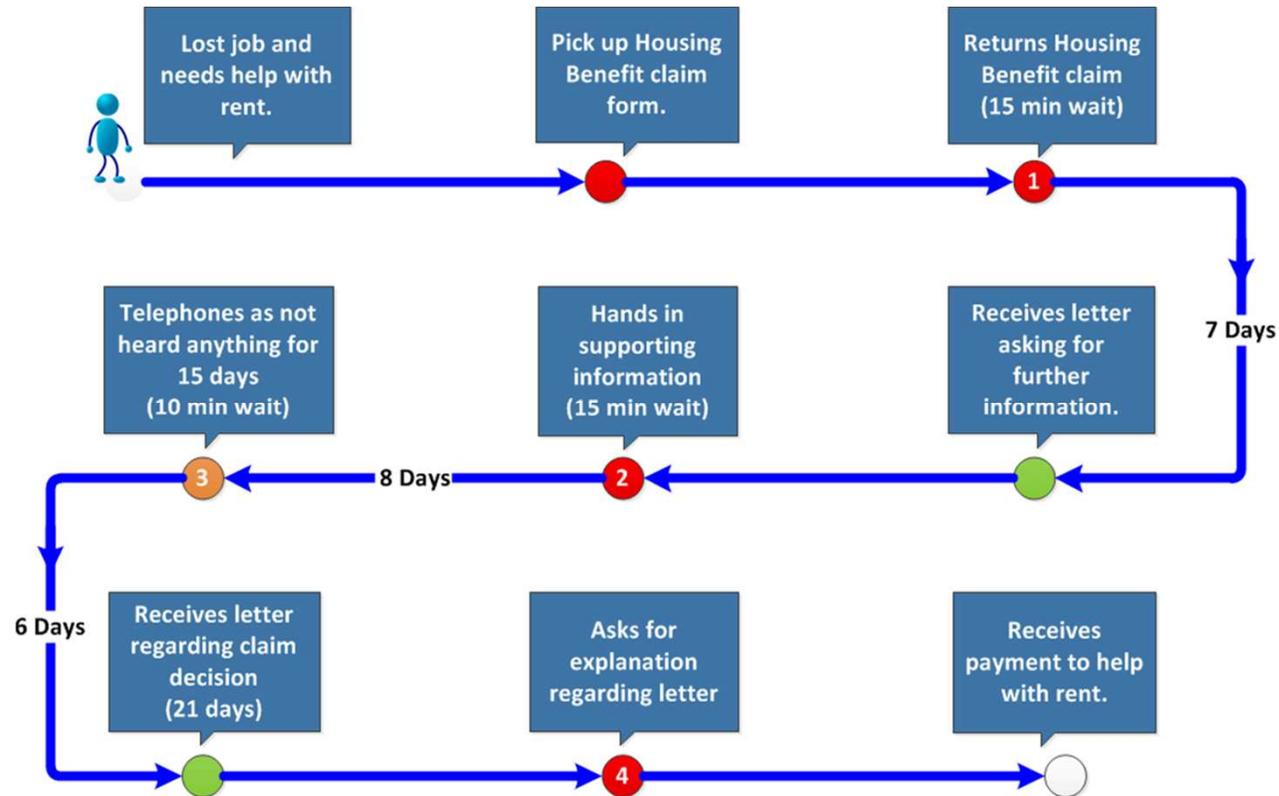
ACCESS WIRRAL

'BILLY'S' HOUSING BENEFIT JOURNEY

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."

Phil Davies
Cllr Phil Davies, Leader of Wirral Council



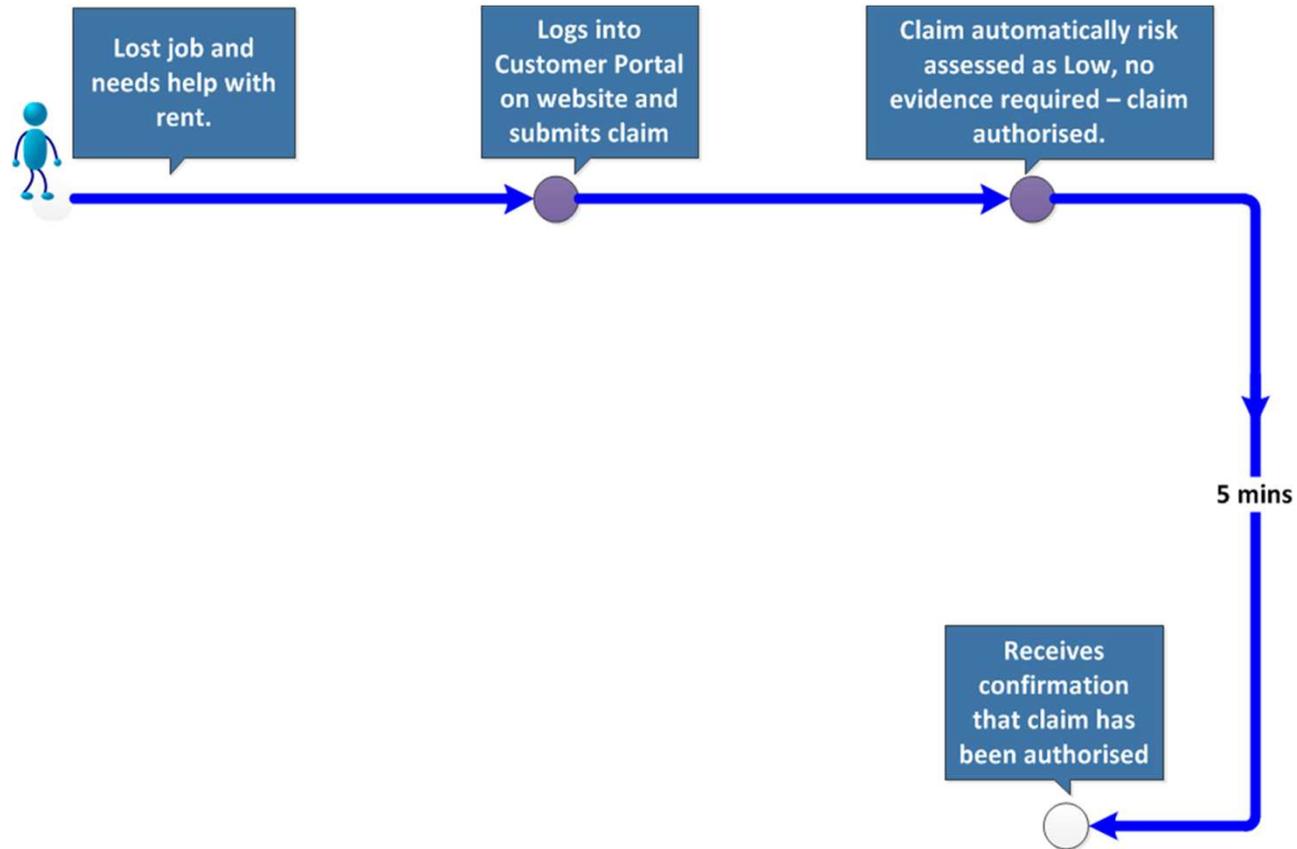
ACCESS WIRRAL

'BILLY'S' NEW JOURNEY

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."

Phil Davies
Cllr Phil Davies, Leader of Wirral Council



ACCESS WIRRAL

RISKS & REWARDS

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."


Cllr Phil Davies, Leader of Wirral Council

Benefits

- Better experience for our customers.
- Return on investment in Year 2 with cumulative savings rising year-on-year.
- Reduction in call time, waiting, abandonment and customer complaints.
- Process and service efficiencies realised.
- Targeted external support used where appropriate.
- Council's transformation principles adhered to.
- Evidence based decision making.
- Timeframe for change aligned with digital developments.
- Facilitate the enhancement of internal skills and capacity.
- Increased accuracy will maximise subsidy grant.

Risks

- New solution does not provide the savings anticipated.
- Staff retention.
- Customer experience/satisfaction levels worsen due to staff morale.

Opportunities

- Service request is resolved first time, on time.
- Simplified processes for accessing services.
- Communication with customers is clear and unambiguous.
- Solution can be rolled out across other Council and Partner services.
- Immediate increase in customer data capture to aid demand management.
- Increase customer insight to aid decision making.

ACCESS WIRRAL

POTENTIAL VEHICLES TO DELIVER

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."

Phil Davies
Cllr Phil Davies, Leader of Wirral Council

Option	Advantages	Disadvantages
Do nothing	<ul style="list-style-type: none"> ➤ Minimal Investment. 	<ul style="list-style-type: none"> ➤ No savings achieved. ➤ Continued increase in customer dissatisfaction.
Re-design in-house	<ul style="list-style-type: none"> ➤ Simplified processes for accessing services. ➤ Convenience of accessing services 24/7. ➤ Ability to manage the reputation of the Council. ➤ Supports the commercial strategy by providing an ability to generate. ➤ Ownership of customer insight data. ➤ Appropriate access channels that suits customer needs and lifestyles. ➤ Service request is resolved first time, on time. ➤ Expectations are managed where first time resolution is not possible. ➤ ROI Year 2 - savings Y2. 	<ul style="list-style-type: none"> ➤ Requires internal investment. ➤ Insufficient skills in-house, requires implementation partner.
Joint Venture	<ul style="list-style-type: none"> ➤ Shared investment/risk. ➤ Provides expertise & pace. 	<ul style="list-style-type: none"> ➤ Take longer to realise savings. ➤ Councils are bringing services back in-house. ➤ 50% of savings absorbed by partner.
Outsource	<ul style="list-style-type: none"> ➤ Already established markets for elements e.g. HR & Call Centre. ➤ External capital investment. 	<ul style="list-style-type: none"> ➤ Take longer to realise savings . ➤ No successful marketplace that will deliver all areas. ➤ Distanced from the service to manage complaints to Members. ➤ Efficiency savings absorbed by contractor.

ACCESS WIRRAL

MAKING IT HAPPEN

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."


Cllr Phil Davies, Leader of Wirral Council

Major Deliverables

Integrated Digital Services for Housing Benefit and Council Tax

Resources

- Best-in-class systems implementer with extensive Local Government and Public Sector experience.
- Dedicated, external CRM project manager with Local Government and Public Sector.
- Staff released to support project.
- 3 dedicated Business Analysts.
- Knowledge transfer from Systems Implementer to Wirral staff.
- Overseen by the Transformation Office.
- Robust sponsorship and governance.
- Senior level support to drive continuous service improvements.
- Solution owned by the Business.

ACCESS WIRRAL

MAKING IT HAPPEN

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."


Cllr Phil Davies, Leader of Wirral Council

Major Deliverables

Resources

Change Management Customers/Staff

- Dedicated Change Management resource to facilitate change.
- In-house Communications Team to provide support and guidance
- Communications plan developed and delivered.

Consultation with staff

- Unions.
- Senior Managers.
- HR support.

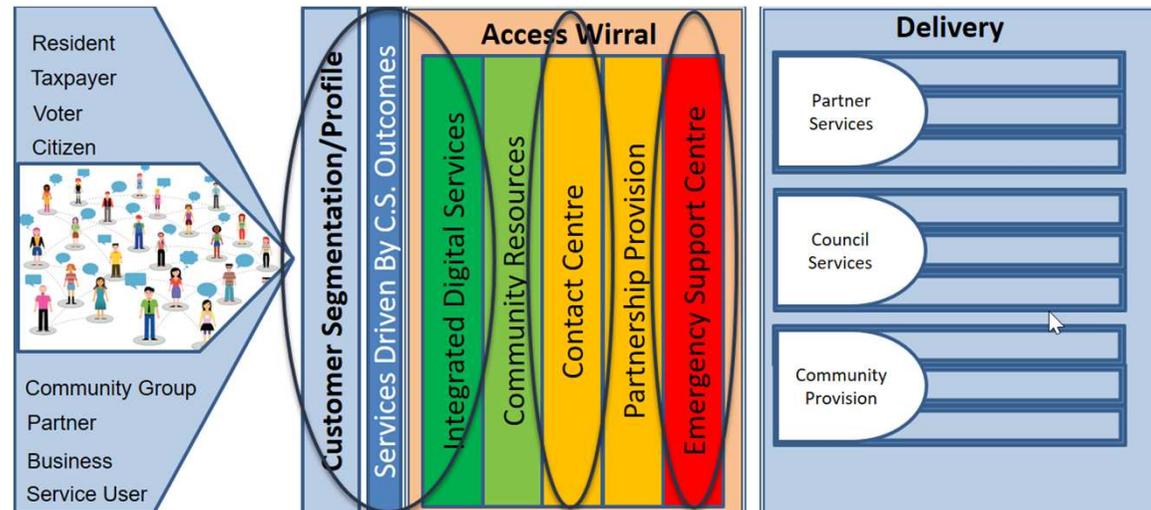
ACCESS WIRRAL

UNDERSTANDING THE JOURNEY

20 PLEDGES FOR 2020

"We are setting out a plan to bring about real change - not just about what can be achieved, but in the manner in which we will deliver it."

Phil Davies
Cllr Phil Davies, Leader of Wirral Council



- ❑ In June 2016 an Outline Business Case that set out the vision for Access Wirral was agreed at Cabinet.
- ❑ This phase of the project will deliver outcomes which will address Customer segmentation; Customer Access Solution for Council Tax and Housing Benefit; and Contact Centre improvements and efficiencies.
- ❑ As this project is implemented work will continue to further define the delivery of the wider Access Wirral Vision, which will include engagement of communities and partners to inform this.