

ABERDEEN CITY COUNCIL

COMMITTEE:	Finance & Resources
DATE:	2 nd December 2010
DIRECTOR:	Stewart Carruth
TITLE OF REPORT:	Joint Customer Contact Centre Business Case - Update
REPORT NUMBER:	CG/10/186

1. PURPOSE OF REPORT

The purpose of this report is to update committee on the development of a combined business case for a Joint Contact Centre at Frederick Street, Aberdeen with Grampian Police.

2. RECOMMENDATION(S)

It is recommended that committee:

- i. Notes progress on the development of a business case in conjunction with Grampian Police for a Joint Contact Centre at Frederick Street between Aberdeen City Council and Grampian Police.

3. FINANCIAL IMPLICATIONS

Work is currently progressing on a financial model that will be included within the business case.

4. OTHER IMPLICATIONS

A business case is being jointly developed by both organisations for submission to the Grampian Joint Police Board and ACC's Finance & Resources committee.

Initial risks have been identified and captured in a risk register and the identification, monitoring and management of risks will continue throughout the project.

5. BACKGROUND/MAIN ISSUES

Aberdeen City Council is progressing a Customer Contact Centre at Frederick Street, Aberdeen. This facility, together with the Customer Service Centre at Marischal College and the Customer Access Points

located within local communities, will enable services and customer enquiries to be consistently and efficiently resolved at first point of contact, by highly trained customer service professionals.

Aberdeen City Council and Grampian Police see significant opportunities by linking together their current customer telephony contact to provide a 'joined up' high quality service to the public. The aspiration is to have an authority and force wide Customer Contact Centre, where staffing and technology will be interlinked.

The strategic approach is to work with a single partner at the outset to quickly deliver results with the ability for other partners to join in the future.

There is also potential to develop joint service delivery channels as part of the longer term strategy. Our initial focus however will be on delivering the joint contact centre whilst recognising the future potential.

This innovative approach incorporates a combination of people, resources and assets. This provides an opportunity to rationalise the current service and improve customer services, bring in new technology, progress inter-agency working and make better use of resources. The plan addresses asset management issues with existing locations being fragmented, poor fit between organisation needs and priorities and pressure on existing space. This initiative not only transforms the service but starts to enable estate benefits to be realised by sharing accommodation and running costs. There is also the opportunity to deliver efficiencies through shared technology.

A joint business case is being developed which sets out to articulate the case of a partnership approach which will deliver a 'first point of contact' service for the public. This transformation will ensure services will be consistently resolved in an effective and efficient way by multi-skilled staff representing both organisations.

The business case scope is to consider the integration of a Joint Customer Contact Centre, including:

- Interlinked telephony
- Maintaining and expanding customer service provision for ACC services.
- Grampian Police non-emergency contacts
- Combined alarms monitoring services
- Increased resilience for combined Grampian Emergency Planning to prepare for, respond to and recover from emergencies
- Services currently provided on behalf of other organisations.

Options Appraisal

Within the business case, consideration is being given to the service delivery options available for a Joint Contact Centre between Aberdeen City Council and Grampian Police. As a result a number of options have been identified as described below.

1) Maintain status quo with Aberdeen City Council continuing to progress its Customer Contact Centre at Frederick Street whilst Grampian Police maintains its Contact Centre at Bucksburn or makes alternative arrangements independently.

2) Aberdeen City Council and Grampian Police co-locate their Customer Contact Centres within the same premises at Frederick Street but continue to operate separately.

3) Aberdeen City Council and Grampian Police combine operations at Frederick Street to provide a joint contact centre that optimises resources and delivers an enhanced customer service.

6. IMPACT

Corporate

A Joint Contact Centre with Grampian Police would transform the way in which customers access our services. It supports the delivery of the National Outcome 15 for public services being high quality, continually improving, efficient, effective and valued by customers.

It also delivers against the commitment to modernise service delivery as detailed in the Administration's Policy Statement, "where people can expect high quality services that meet their needs."

Furthermore, it delivers against the objectives specified within 'Vibrant, Dynamic and Forward Looking' in relation to 'Efficient Council & Fair Funding; specifically Objective 5 – Modernise service delivery and ensure there is appropriate investment in staff training, equipment and accommodation to deliver this and Objective 6 – work in partnership with other public bodies to deliver maximum efficiencies.

The business case will also contribute to ACC's Priority Based Budgeting (PBB) having the potential of delivering against the efficiencies/savings required of the customer service PBB options.

7. BACKGROUND PAPERS

N/A

8. REPORT AUTHOR DETAILS

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