

<b>Item No.</b> 44	<b>Classification:</b> Open	<b>Date:</b> 18/12/2002	<b>MEETING NAME</b> Finance and General Purposes Scrutiny Sub-Committee
<b>From:</b> Robert Bollen Corporate Strategy Officer		<b>Report title:</b> Background papers on Customer Call Centres	

### RECOMMENDATION(S)

1. That Members note the report and consider the enclosed information when considering a project brief for the scrutiny of the Council's Customer Call Centre proposals on 21 January 2003.

### BACKGROUND INFORMATION

2. At its meeting on 14 November Members added the scrutiny of the Council's Customer Call Centre proposals to its work programme following referral of the item from Overview and Scrutiny Committee.
3. Members agreed to set aside the Sub-Committee's scheduled meeting on 21 January 2003 to consider the item and asked that officers provide a background paper for the meeting of the Sub-Committee on 18 December 2002 giving a summary of the experience of other authorities in setting up customer call centres.
4. This report includes two appendices:
  - A table setting out the approaches taken by three authorities – Lewisham, Brent and Harlow (Appendix A)
  - A report by the IDeA – Call and Contact Centres In Local Government – Getting It Right (Appendix B)
5. The attached table is based on case studies provided by the IDeA. At present there is no existing agreed model of best practice for the development of customer call/contact centres. The examples provided in the tables are examples of initiatives that demonstrate initial success.
6. It is also evident from the case studies provided that many authorities are implementing call centres in parallel with their customer access and e-government strategies. Two of the three authorities are developing customer relationship management systems (CRM) to support and improve their interactions with customers.

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