

## APPENDIX A

### Summary of Customer Contact Centres in 3 boroughs [based on information received from the IDEa]

Borough	Policy Background	Key Deliverables	Key Partners/Partnerships	Recognition
<b>Lewisham</b>	<p>Lewisham's customer contact centre has been developed as part of its e-government agenda.</p> <p>The Council's use of modern technology and ambitious e-government vision is supported by seven corporate priorities entitled 'Modernising Lewisham (2000)'</p> <p>The Council's objective as stated in 'Modernising Lewisham' is to be "the most 'wired', the most 'digital', the most 'connected' community in the capital."</p> <p>The Council believes that working effectively through partnerships has enabled the Council to accelerate delivery.</p>	<p>A corporate contact centre ('Call Point') receiving over 1.5 million calls a year for services including revenues and benefits, environmental services and parks.</p> <p>A one stop access point (Access Point) for over 40 services with on average 12,000 visits a month.</p> <p>Longer and weekend opening hours and a 24 hour payment line for Council tenants, council tax and business rates.</p> <p>In addition to Access Point there are 14 locations where customers through 'Tellytalk' can link to a wide range of council and other services through video conferencing.</p>	<p>Lewisham is lead authority of the Life Events Access Project with four other authorities. The aim is to cluster customer facing services around key life events such as having a baby, starting or changing schools, moving home, changing employment or starting a business.</p> <p>Tellytalk delivers access to a range of partner services including Lewisham College, The Citizens Advice Bureau and the Child Support Agency in addition to the 10 Council Services provided.</p>	<p>2001/02 Beacon Council for accessible services</p> <p>Recipient of funding for two Pathfinder e-government projects.</p>
<b>Brent</b>	<p>There are three elements to Brent's customer service strategy:</p> <ul style="list-style-type: none"> <li>• One stop shops</li> <li>• A contact centre</li> <li>• The e-shop</li> </ul>	<p>Six one stop shops dealing with all Council enquiries open from 8am to 8pm</p> <p>Contact Centre operational and in 1996 a dedicated Gujarati line was established</p> <p>Approximately 459,800 enquiries per year</p> <p>346,200 switchboard calls into the contact centre during 2001-02</p> <p>4,414 on-line enquiries during 2001-02, up 214% on previous year</p>	<p>Part of a six authority Pathfinder project awarded funding for 2001-02 to introduce a Customer Relationship Management system that is pre-configured to the needs of local Government. This is being developed in conjunction with the private sector partner Deloitte Touche.</p>	<p>1999 - Government launched its contact centre guidelines from Brent in recognition of the borough's successes</p> <p>In receipt of Pathfinder e-government funding for 2001-02 to assist wider introduction of effective e-enabled customer services</p>

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<b>Harlow</b>	<p>Harlow District Council has implemented a citizen-centric e-enable customer relationship management approach to providing improved face to face, telephone and mobile delivery of services.</p> <p>The vision for the project was the result of extensive consultation including a town wide MORI poll. The vision was also tested on a range of stake holders as part of the Public Interface Best Value Review taking place in parallel with the project.</p>	<p>Main contact centre with extended opening hours including Saturday mornings</p> <p>Face to face and telephone service for customers</p> <p>Local contact point services based on mobile technologies</p> <p>All requests for information tracked through Harlow's customer relationship management/workflow system</p>		