

London Borough of Enfield

**[Finance & Performance Scrutiny Panel
10th March 2022]**

Subject: Focus on Performance - Customer Experience

**Cabinet Member: Cllr M. Maguire
Executive Director: Fay Hammond**

Purpose of Report

1. To update panel on the performance of face to face, telephony, webchat and website elements of customer experience, and to set out progress on the refreshed website (content management system/CRM) and customer relationship management (CRM) system, providing a demonstration of the new website and understanding of new impact measures that will be possible once the new website is in place.

Relevance to the Council Plan

2. Customer Experience performance relates to all areas of the Council Plan since these services enable customers to communicate and transact with the Council about a wide range of matters regarding living and working in Enfield. Specifically, the work being done regarding the website refresh aligns to the Modern Council priority, since this is designed to enable easier and more effective transactions with the council and improved access to information, advice and guidance for all our customers, across the residential and business communities.

Background

3. Over the last 2 years our direct services to customers have endured more peaks and troughs in demand and capacity than usual, as a result of Covid, both directly and indirectly. Some of these challenges are reflected in our performance, and we have looked for new ways of resolving issues as we have experienced new challenges – for example we now look to deliver a call back service when we experience service failure. The service has also played a key part in the Council's response to Covid, including the development of a community telephone line that continues to respond to the needs of residents and businesses in navigating their needs either directly or indirectly as a result of Covid. We have also adapted our face-to-face offer and now run 2 Community Hubs which support vulnerable residents with targeted support.
4. There have also been a number of new service developments based across all channels of delivery, such as: the food pantry at Edmonton Green Community Hub, the integration of the Housing Repair Centre (telephony team) with the Housing Service, the further development of the visa verification service in

Libraries, the emerging website refresh and emerging local employment and skills team to be based in the Community Hubs.

5. The structure of the service has also altered recently, with: website and telephony functions now under one Head of Service (Customer Solutions) which enables service design to be unconstrained by management of service channels, and; Community Hubs now as their own functional area. These changes align all universal customer services in one place, with the deeper 'tier 2' services that support those customers in more need, again co-ordinated in one place. This organisational change occurred in December 2021.

Main Considerations for the Panel

6. The performance data and trends, alongside service information and context are set out in the attached presentation for consideration and discussion by the panel.

Conclusions

7. This report and associated presentation provide a broad view of performance, context, challenges, and resolutions across customer experience.

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Appendices

No appendices - presentation attached.

Background Papers

N/A