

Preliminary evaluation of Customer Contact Models

Model 1 – Full Blown Contact Centre

With CRM

- Could fulfil National agenda
- Capital cost
- Need Cultural Change
- Unknown impact on customer satisfaction levels
- Potential for efficiency savings but not clear proven case

Additionally with full integration of Systems

- difficulties in integrating all systems through one provider
- higher capital and revenue costs
- increased transparency for customers and integration with website to provide web integration

Model 2 – CRM distributed across the authority

- Could fulfil National agenda
- Cost
- Potential for greater inefficiencies re updating etc
- Won't fulfil the multi enquiry calls (although very low volume)
- Reduced opportunities for efficiency savings

Model 3 – Localised contact Centres

- Could fulfil some but not all of National Priorities
- Minimal cultural change – already some in place (Ctax/ Streetline)
- Opportunities for improved customer service (Martin Sq)
- Opportunities for efficiency savings (Tonbridge Castle)
- Lower cost of implementation
- Opportunity to pilot approach and trial process mapping
- Potential to mirror model 1 without need to co-locate
- Retains areas of expertise

Model 4 – Remain as at present

- Cannot fulfil National agenda
- Reduce opportunities for efficiency savings
- No capital cost
- Limited future development capabilities to secure customer improvements