

1.	<b>CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM – CAPITAL PLAN EVALUATION</b>		
1.	<b>Specification</b>		
	(i)	<b>Purpose of the scheme</b>	.To improve customer care and fulfill the requirements of the ODPM Priority Outcomes.
	(ii)	<b>Relevance to National/Council's Strategic Objectives</b>	(a) National: The ODPM IEG4.5 requirements (b) Council: Implementation of the "Involving the Public Best Value Review" improvement plan and possibly elements of the Financial Services Best Value Review (c) Delivery of the TMBC e-gov strategy and fulfillment of BVPI 157
	(iii)	<b>Targets for judging success</b>	(a) Customer satisfaction levels
2.	<p><b>Design Issues:</b> The proposal is to deliver high quality front line services via a model of distributed contact centres which build on the strengths of the existing high volume customer service delivery points. This approach has been adopted to fulfill the following key requirements of a customer contact strategy;</p> <ol style="list-style-type: none"> <li>1. Make improvement for our customers</li> <li>2. Promote and develop a customer orientated culture</li> <li>3. Hit Government targets including National targets issued by the ODPM</li> <li>4. Achieve efficiency gains</li> <li>5. Minimise organisational change given our current high performance</li> <li>6. Maintain or exceed levels of customer satisfaction</li> </ol> <p>A key issue in choice of CRM system is the degree of integration with the Councils existing systems including Uniform, SX3, Langdale and standard database and spreadsheet applications. An external consultant has advised that maximum integration is likely to be achieved by limiting our considerations to 2 suppliers, Caps/Lagan and Northgate.</p>		
3.	<p><b>Consultation:</b> Service directors, key service managers and front line staff have been consulted and support the overall approach. Examples of good practice have been studied through the Customer Services Managers Network for Kent and the South East. The overall approach has been subject to review by external consultants (see main report) who advise that this approach is appropriate to meet both local requirements and national priorities.</p>		

4.	<p><b>Capital Cost:</b>          Telephony - £60,000          CRM set-up - £150,000 (later phases up to an additional £100,000)          Process mapping - £40,000</p>
5.	<p><b>Revenue Impact:</b>          Not quantified at the present time pending final design of first phase, but costs anticipated at 10% of capital cost. There are potential efficiency savings arising from review of customer service delivery options at area offices linked to the Financial Services Best Value review to be reported to Members in August 2005, which could offset the anticipated costs</p>
6.	<p><b>Partnership Funding:</b> IEG funding</p>
7.	<p><b>Post Implementation Review:</b> Ongoing from implementation but formal review in 6 months post implementation</p>
8.	<p><b>Recommendation:</b> Currently List C scheme for fast track evaluation. Move to List A for implementation in the current financial year</p>