

# TONBRIDGE & MALLING BOROUGH COUNCIL

## CABINET

23 November 2005

### Report of the Customer Services Manager

#### Part 1- Public

#### Recommendation to Council

#### **1 ESTABLISHMENT OF CUSTOMER CONTACT ADVISORY BOARD**

##### **Summary**

**This report seeks Members authority to establish a Customer Contact Advisory Board to drive forward customer improvements.**

#### **1.1 Background**

1.1.1 At the August meeting of the General Purposes Committee, Members recommended the establishment of the post of Customer Services Manager to undertake a range of tasks, including the production of a Customer Contact Strategy (CCS). This was post was confirmed by Council on 27 September 2005. (Minute C 05/062).

1.1.2 To date Members have been primarily focused on consideration of Customer Relationship (CRM) systems as reported to previous meetings of the ICT & E-Government Advisory Board, most recently on the 21 November 2005

#### **1.2 Present Position**

1.2.1 As recognised by the ICT Advisory Board, the development of the Customer Contact Strategy (CCS) is a broad and complex project, with a high level of dependency with other strategic decisions, especially the Financial Services Best Value Review, and the need to consider betterment of local service delivery in the north of the Borough.

1.2.2 Through various forums Members have shown a great interest in discussing a range of customer issues including geographic spread of services, services for people with special needs, hard to reach groups and those who are either wishing, or not, to use IT based access to services. Such issues are significant and merit Member consideration.

1.2.3 As such there is a Recommendation from the ICT & E-Gov Advisory Board that "the establishment of Customer Contact Advisory Board is recommended to Cabinet".

### 1.3 Proposed Customer Contact Advisory Board

1.3.1 It is proposed that the Board should be established with 13 Members in accordance with the appropriate political balance.

1.3.2 The terms of reference for the Board should reflect specific elements from the Portfolio of the Cabinet Member for Efficiency and Innovation and other customer related issues including

- The development and implementation of a customer contact strategy encompassing a range of access channels including face-to face, telephone, website, letters and text messaging
- Meeting the Council's targets for customer satisfaction
- Development of the CRM project
- Development of a corporate customer charter
- To consider service delivery improvement for customers in support of the Council's Diversity Policy and DDA requirements in consultation with the Disability Working Party
- To consider options for local service delivery across the Borough in response to identified need.

### 1.4 Recommendations

1.4.1 It is therefore **RECOMMENDED** that :-

- 1) The establishment of the Customer Contact Advisory Board be agreed as set out above, and the constitution be amended accordingly, and
- 2) The Group Leaders be asked to submit their representatives for this Board

Background papers:

contact: Julie Beilby

Nil

Julie Beilby  
Customer Services Manager