

WHAT NEXT ?

A look at the e-enabled local
authority of the future



Agenda

1. Braintree District Council – ‘Customer First’
 2. Molly Jones... A view of the future 2010...
- 

Why tell you about Customer
First?

2010 is just five years, three
months and 7 days away...

..... not long I hear you say?



Why tell you about Customer First?

But consider what has changed in the last five years, e.g.

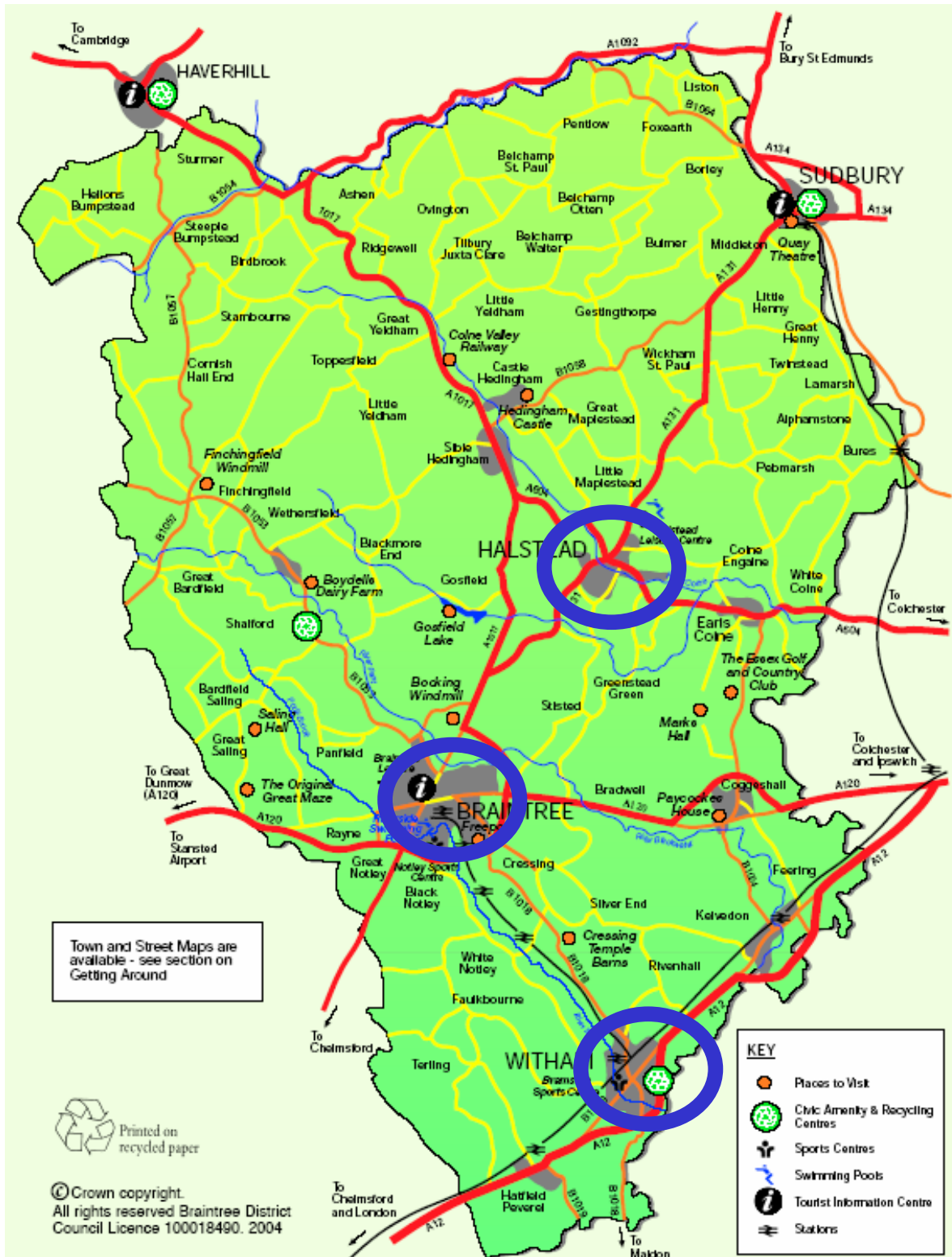
Text messaging (SMS) Has gone from Nerd to Cool; you can even have sex via it now!



Why tell you about Customer First?

In the 15 minutes, I will tell you what's been achieved in less than one year, and what's planned for the next six months.

So, Just imagine what's possible by 2010.



Town and Street Maps are available - see section on Getting Around

Printed on recycled paper

© Crown copyright. All rights reserved Braintree District Council Licence 100018490. 2004

KEY	
	Places to Visit
	Civic Amenity & Recycling Centres
	Sports Centres
	Swimming Pools
	Tourist Information Centre
	Stations



Customer First Vision

- To contact the Council using ways that are convenient to them
 - To be dealt with promptly
 - Not to be passed from person to person or organisation to organisation
 - Not to provide the same information twice
 - To know what timescales the Council is working to and to be confident that these will be met
 - Consistency of information or response, regardless of channel of access or any other factor
 - To receive what is promised
-
-

Customer First Programme

2003

- Oct Team established
- Nov E-Gov became Customer First
Outline business case approved by Members

2004

- Apr Phase 2 approved by Members
- July New Halstead Area Office
- Aug New Customer Service Centre
- Sep Customer Consultation
- Oct FAQ system (internet/intranet); e-forms; web server
- Nov Siebel go-live
- Nov Members decide on Witham/ECC joint working

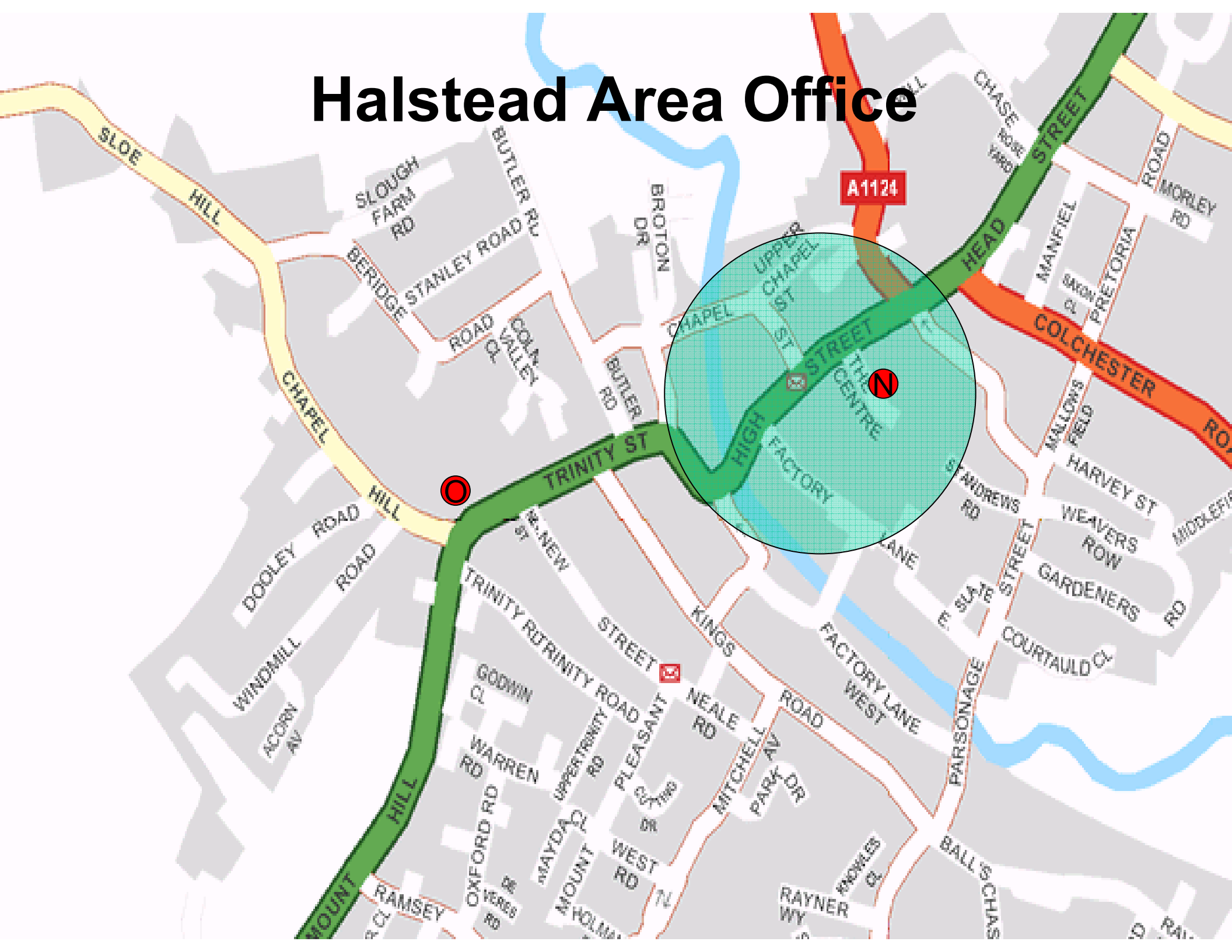
2005

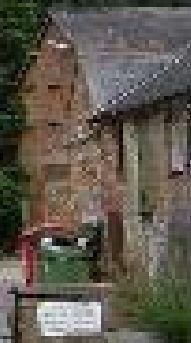
- Mar Braintree Area Office – Ground Floor
-
-

Targets

	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
1. First contact resolution targets:	34%	45%	50%	60%	70%
2. Channel migration targets:					
Face-to-face	34%	30%	26%	22%	17%
Telephone	65%	65%	66%	66%	67%
Web	1%	4%	8%	12%	16%
3. Savings of £539,000 (on Capital funding of £1,517,647)					

Halstead Area Office







Halstead Area Office

- Inconvenient location
 - Not town centre ... Town centre
 - Difficult to park Easy to park
 - Uninviting building
 - Dark and dingy; Bright and airy
 - Not DDA compliant; DDA compliant
 - Range of service
 - BDC Housing ... full BDC service
 - Just BDC ... ECC, CAB, DWP
-
-

Video footage removed – Virtual Walkthrough







Visitor numbers up at Halstead

Visitor numbers are up at the new area office in Halstead. During the first week of August nearly double the number of visitors called in at the new office at The Centre compared to the same week at the office in Trinity Street last year. From 2nd to 6th August 311 customers visited the new office with various inquiries, during the same period last year the area office had 171 visitors.

Braintree Area Office (Head Office)

- Halstead was a useful learning experience
 - Braintree Area Office will be more challenging
 - It is split over three floors; two 'open access' floors for Customers
 - Contains physical challenges like planning; relocation of maps, plans etc.
 - Contains a switchboard in the main public area
-
-

Braintree Area Office: A Visit to the Planning 'Reception'

Video footage removed – Video of existing route







Witham Area Office

- A greater challenge
 - Single Point of Contact for ECC/BDC services
 - Closure of existing office
 - Joint service delivery in Library
 - Joined up service delivery
 - Who understands who does what?
 - But:
 - Very different staff – grades, training etc.
 - Very different Customers
-
-





WITHAM AREA OFFICE AND
COMMUNITY INFORMATION CENTRE





What's around the corner...



Far East – leapfrogging technology



Far East – leapfrogging technology



Agenda

1. Braintree District Council – ‘Customer First’
 2. Molly Jones... A view of the future 2010...
- 