

## TRAFFORD COUNCIL

**Report to:** Scrutiny Committee  
**Date:** 03 October 2018  
**Report for:** Information  
**Report of:** Executive Member for Constitutional Reform and Resident Engagement

### Report Title

Response to the Scrutiny Committee Task and Finish Group on their review of the Council's Customer Relationship Manager (CRM) System.

### Purpose

To provide a response to the Scrutiny Committee's Task and Finish Group report following a review of the Council's CRM system, which was presented to the Executive at their meeting on 29 January 2018 and to update the Committee on further steps to implement the CRM system in line with the recommendations made by the Task and Finish Group

### Recommendation

That the report is noted.

### Contact person for access to background papers and further information:

Name: Sarah Curran  
Extension: 2823  
Background papers: None.

## 1. Background

The earlier report to the Scrutiny Committee's Task and Finish Group in January 2018 set out the background to the procurement of the CRM system and the functionality of the system – C360.

There were three recommendations made in January 2018;

**Recommendation 1** – That the Executive Member for Highways, Parks and Environmental Services continues to work closely with Amey on improving the interface between Amey systems and the Council's CRM system to ensure residents and Members have an effective portal for reporting incidents, as well as ensuring that performance reporting is as accurate as possible.

**Update** – Completed

**Recommendation 2** – That the Executive consider conducting a review the Council's procurement process for large IT projects to ascertain whether any lessons can be learned following the procurement of the CRM system.

**Update** – it is agreed that the Council will review the procurement process for any subsequent large IT project in the light of the lessons learned from the CRM project

**Recommendation 3** – That a further update on the CRM's implementation be provided to Scrutiny in due course, reporting on progress against the timeline.

**Update** – the following report provides the required update.

Due to the issues encountered during the process so far, Scrutiny indicated that they would continue to monitor the process and requested that a further progress update be provided to Scrutiny in due course.

As an update in relation to the Amey reporting and enquiry systems, the following services are live in C360;

- Report a problem with a bin collection
- Report a problem with a road, pavement or right of way
- Report a problem in a park, play area, open space or cemetery Report a problem with a street light
- Report a problem with road signs, bollards and other street furniture
- Report graffiti or fly-posting
- Report rubbish, debris, spillage or dead animals
- Request, change or cancel assisted bin collections
- Make a commercial waste enquiry

All these service requests are sent to Amey systems via an interface and the customer receives updates through the system for those requests.

Since going live in June 2016 there have been over 71,000 service requests submitted via c360.

## 2. Update since January 2018

Further delays were experienced in implementing the remaining services listed in the report in January 2018. The delays were due to;

- a more robust approach to testing as outlined in the January 2018 report which highlighted areas that needed additional work
- Delays by Amey in commencing the Pay For It project, which then had a knock on effect on subsequent work

Progress has been detailed below;

<b>Service area</b>	<b>Update</b>
<b>Submit a compliment Submit a comment Submit a complaint</b>	These went live in June 2018 and so far 2,000 compliments, comments and complaints have been submitted
<b>Green waste</b>	Form developed for taking payments for green waste permits. Waiting for decision on green waste payments before deploying
<b>Environmental Services 'pay for it'</b>	Forms developed for; Bulky Waste Collections, New and replacement bins Dropped Kerbs Final testing done, go live in October 2018
<b>Environmental Services changes to live system (including extra closure reasons)</b>	Forms developed. Final testing done, go live in October 2018
<b>Freedom of information and subject access requests</b>	Form development completed, testing still to do
<b>Blue Car Badges</b>	Form development completed, testing still to do
<b>Pest Control</b>	Form development completed, testing still to do
<b>Registrars</b>	Forms development almost completed. Testing will then needs to be done

Due to delays outlined above the decision was taken by the then Corporate Director of Transformation and Resources to de-scope some services from the programme. These may be reviewed at a future date to see if there is still the appetite to use C360.

<b>Service area</b>
<b>Licensing</b>
<b>Parking</b>
<b>Benefits and Council Tax</b>
<b>Business Rates</b>
<b>School Admissions</b>

In addition Civica has advised that they are not able to develop the C360 system to include Free School Meal applications. Alternatives are now being investigated as applications currently go through SAP which is being decommissioned. The final contract payment to Civica will be reduced to reflect the fact they cannot provide this service within C360

### **3. Next steps**

Trafford is now in the process of reviewing a Change Control Notice (CCN) submitted by Civica to end the implementation programme and move to 'business as usual'. As part of the work reviewing the CCN Trafford will be looking to reduce the final payment to Civica as a consequence of not implementing all the services.

Two members of the current CRM project team were seconded to the team from Customer Services and they will now receive 'self-sufficiency' training from Civica along with staff from the Applications Development Team in IT. This will enable Trafford to complete the existing work still outstanding (listed in section 2) and maintain and develop the system in-house over the coming years.

A programme of C360 awareness sessions for Elected Members will be run throughout October 2018 led by the Head of Customer Service. These will enable Elected Members to;

- Set up customer accounts for themselves and then view service requests and their progress
- Submit service requests for themselves or on behalf of customers if required

With the appointment of the new Chief Digital Officer it is proposed that there will be a full review of the current digital offer to residents and of the main Council website with a view to making further improvements to the way in which residents can engage with the Council.

### **4. Recommendation**

Recommendation – That the report is noted by the Scrutiny Committee