Customer Programme - Services for Elected Members

Appendix 2

What you Need	INFORMATION	ISSUE MANAGEMENT & RESOLUTION	INSIGHT & INTELLIGENCE
Specfics of Needs	Information you want includes: - Belfast City Council - clarity on council services and who manages them - Calendar of Meetings - Calendar of events - Other agencies and their responsibilties	You want: - To have a trusted point of contact to raise issues with and be confident they will manage the issue and provide updates on the path to resolution. -To be able to see the tracking of your issue to resolution and easily access updates.	Insights & intelligence you want includes: - Current key council-wide issues - Area specific insights - eg missed bins, heatmaps, persistent issues -Dashboards for area
Planned Products to Meet your Needs	**New Website** New website is now live with a better experience in finding information. Developments will continue in line with the customer programme needs. **Members Dashboard** A new members dashboard will be designed to provide the information members need.	**Dedicated Member Channels** A dedicated telephone number and email address for Elected Members to Customer Hub will be in place- where trained staff will manage your queries and issues to achieve resolution. A hub knowledge bank and information flows will be developed - Hub staff will have excellent working relationships with colleagues in all departments and services and will know how best to resolve individual queries or issues. **Customer Relationship Management System (CRM)** Microsoft Dynamics platform will be used to develop a CRM to capture and record all contact by members and customers and will record and track all issues right through to resolutions.	**Members Dashboard** Insights & intelligence you want will be provided through the development of the members dashboard, sourcing the relevant information from the CRM. Your tailored dashboard will provide general council top issues, area specific issues and access to the tracking of issues you have raised or that your constituents have raised. You will be able to access your portal via an indivdiual log in on your computer, laptop or mobile phone.
How the products will be developed	**Service Design - Collaboration** All products will be developed through a service design approach which involves the input of all stakeholders - elected members, services, developers. Due to the current Covid-19 situation, workshops may be mostly held virtually and the input channel for elected members will be through the Task and Finsh Group which was set up in 2019 and has all party representation.		
What product can be developed during Phase 1 (September 2020 - April 2021)?	**New Website** New website Phase 1 is already live. As the Customer Hub is formed and information and information flows are developed, the website will develop in line with that. **Members Dashboard** Development of the members dashboard will commence in Phase 1 with basic information.	**Dedicated Member Channels** Dedicated telephone and email address will be ready for use in April 2021. Knowledge Bank and information flows will be developed on a wide and thin basis - understanding the basic information regarding services and who to contact for higher level service knowledge. Members will be able to route their issues through the Hub to manage. **Customer Relationship Management System (CRM)** The basics of the CRM will be development during Phase 1 to record member and customer queries and issues. The knowledge bank will have basic service information and FAQs in order for the Hub team to answer basic queries without having to pass on to services, For queries that require the specific service to resolve, the initial information flows from Hub to services will be developed.	**Members Dashboard** Insights and Intelligence development will commence during Phase 1 at a basic level and will be dependent on the development of the CRM. The richer insight will develop once the deep dives into services occur, post April 2021 in further phases.