



Appendix B

Initial Impact Assessment – Customer Contact Strategy

Service Area: Customer Services	Section: Customer Services	Key person responsible for the assessment: Helen Bishop	Date of Assessment: September 2009	
Is this assessment in the Corporate Equality Impact assessment Timetable for 2008-11?			Yes	No
Name of the Policy/Service to be assessed: Customer Contact Strategy			Is this a new or existing policy	Existing

<p>1. Briefly describe the aims, objectives and purpose of the policy</p>	<p>“Customers First” is part of the Council’s transformation programme, focused on putting customers needs at the forefront of its work. The Customer Contact Strategy sets out where we are now, where we want to be in 2012 and what the key milestones are in our journey.</p> <p>The strategy works according to three key principles:</p> <ul style="list-style-type: none"> • Customer-focussed services • Quick and easy to access services • Cost effective services
<p>2. Are there any associated objectives of the policy, please explain</p>	<p>Supporting Oxford City Council vision to be a World Class City for everyone, delivering world class customer service.</p>
<p>3. Who is intended to benefit from the policy and in what way</p>	<p>The citizens of Oxford City Council.</p>
<p>4. What outcomes are wanted from this policy?</p> <p>Comprehensive consultation has been undertaken and put alongside existing customer insight data. This is detailed in the Customer Contact Strategy. The key aims of the strategy are:</p> <ul style="list-style-type: none"> • CLICK: Increasing access over the web. • CALL: Reducing waiting times for our phone services – two contact centre locations. • COME IN: Improving the ways we manage our face-to-face interactions with customers – two one-stops shops delivering the full range of council services, and by working with partners delivering relevant complementary services too. • CUSTOMER FEEDBACK: Listening and responding to our customers. • RIGHT FIRST TIME: Dealing with customer queries at the first point of contact, measured through NI14. 	

5. What factors/forces could contribute/detract from the outcomes?	Lack of corporate ownership Customer Contact Strategy objectives Insufficient resource to deliver the programme of works		
6. Who are the key people in relation to the policy?	Oxford City Council residents Members and Officers Local voluntary and charitable organisations	7. Who implements the policy and who is responsible for the policy?	Customer Services
8 Could the policy have a differential impact on racial groups?	Y	N	
What existing evidence (either presumed or otherwise) do you have for this?	There was no mention in the consultation process of any issues around racial groups. There are no complaints recorded. Oxford is a relatively diverse population in terms of people's ethnicity. Information from the schools census shows that 22% of children speak a language other than English as their first language. The Customer Contact strategy aims to ensure consistency of service across all access channels, and this will assist accessibility.		
9. Could the policy have a differential impact due to gender?	Y	N	
What existing evidence (either presumed or otherwise) do you have for this?	There was no mention in the consultation process of any issues around gender. There are no complaints recorded.		
10. Could the policy have a differential impact due to disability	Y	N	
What existing evidence (either presumed or otherwise) do you have for this?	There was no mention in the consultation process of any issues around disability. There are no complaints recorded. The Customer Contact Strategy aims to widen the range of services available over the Council's web site and telephone contact centres, improving accessibility for all.		

11. Could the policy have a differential impact on people due to sexual orientation?	Y	N	
What existing evidence (either presumed or otherwise) do you have for this?	There was no mention in the consultation process of any issues around 'sexual orientation' There are no complaints recorded.		
12. Could the policy have a differential impact on people due to their age	Y	N	
What existing evidence (either presumed or otherwise) do you have for this?	There was no mention in the consultation process of any issues around age. There are no complaints recorded. The Customer Contact Strategy aims to widen the range of services available over the Council's web site and telephone contact centres, and improve the way we manage our face-to-face services. Therefore accessibility is improved for all.		
13. Could the policy have a differential impact on people due to their religious belief?	Y	N	
What existing evidence (either presumed or otherwise) do you have for this?	There was no mention in the consultation process of any issues around religious belief. There are no complaints recorded.		
14. Could the negative impact identified in 8-13 create the potential for the policy to discriminate against certain groups?	Y	N	<p>Please explain</p> <p>Not applicable</p>

15. Can this negative impact be justified on the grounds of promoting equality of opportunity for one group? Or any other reason	Y	N	Please explain for each equality heading (question 8-13) on a separate piece of paper Not applicable				
16. Should the policy proceed to a partial impact assessment	Y	N	If Yes, is there enough evidence to proceed to a full EIA		Y	N	
			Date on which Partial or Full impact assessment to be completed by				31.12.09
17. Are there implications for the Service Plans?	YES	NO	18. Date the Service Plan will be updated		19. Date copy sent to Equalities Officer in Policy, Performance and Communication		
20. Date reported to Equalities Board:			21. Date to Scrutiny and EB		22. Date published		

Signed (completing officer) _____

Signed (Lead Officer) _____

Please list the team members and service areas that were involved in this process: