

To: City Executive Board

Date: 11th. September 2013

Report of: The Scrutiny Committee

Title of Report: Customer Contact Strategy

Summary and Recommendations

Purpose of report: To report the comments and recommendations of the Scrutiny Committee on the Customer Contact Strategy.

Key decision: No

Scrutiny Lead Member: Councillor Mills

Executive Lead Member: Councillor Brown

Policy Framework: Efficient, Effective Council

Recommendation(s): For the City Executive Board to say if it agrees or disagrees with the following recommendation.

Recommendation 1

To ensure that separate arrangements for consultation with the Business Community are included in the information gathering to inform the final Strategy.

Recommendation 2

To explore the use of Skype as a communication tool within this Strategy.

Recommendation 3

To ensure that any service developments are evaluated financially around clear value for money principles.

Introduction

1. The Scrutiny Committee considered the proposals for the Draft Customer Contact Strategy. They were supported in their debate by

Helen Bishop and Councillor Brown the Committee would like to thank them for their time and advice.

2. The Scrutiny Committee was pleased to see the ambition of the Council to improve further its Customer Service offer. A number of recommendations were made for the City Executive Board to consider.

Conclusions and Recommendation

3. The Committee discussed the range of consultation methods to be used to gather customer data to inform the development of this Strategy. There is no direct mention of the business community and the Committee feels this group may have specific views and needs,

Recommendation 1

To ensure that separate arrangements for consultation with the Business Community are included in the information gathering to inform the final Strategy.

4. The Committee discussed using wider opportunities to allow residents to communicate with the City Council and a member outlined the use of Skype in some Children's Centres connecting clients with various advice agencies.

Recommendation 2

To explore the use of Skype as a communication tool within this Strategy.

5. The benchmark data showed the service to be high cost across all channels and in particular "face to face". The Committee accepted the quality of the offer to our customers and the higher costs that may be associated with that but good value for money principles need to apply.

Recommendation 3

To ensure that any service developments are evaluated financially around clear value for money principles.

Comments from the Director and Board Member

6. Comments at the meeting.

Name and contact details of author:-

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List of background papers: None

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