

CUSTOMER SERVICES

- Like most services, we're continuing to evolve and aligning ourselves to organisational objectives
- Some of our organisational objectives are becoming clearer as we bring to life the aspirations contained within our 'One Coventry Plan' <https://www.coventry.gov.uk/onecoventryplan>
- This clarity is helping us to focus in on how we need to respond as a service area, both in terms of managing the activity that we undertake on a day-to-day basis and the leadership role that we take to support the wider organisation
- While it probably goes without saying, visible leadership is important for us so we wanted to be clear that our expectation is that these roles will be predominantly office based - increasingly we're working with colleagues and partners from different organisations at locations across the City
- In the information that follows we've tried to bring to explain a little more about both the operational setting and the project/leadership activity associated with these roles

THE ROLES....



RESIDENT CONTACT LEAD

- 12-month position
- Will review requirement for post over the next year
- Open to secondment



ORGANISATIONAL SUPPORT LEAD

- 12-month position
- Will review requirement for post over the next year
- Open to secondment



RESIDENT EXPERIENCE LEAD

- Permanent position



DIGITAL SERVICES & INCLUSION LEAD

- This post is not vacant but is completed to show the whole team structure

LET'S START WITH THE PROJECT SIDE OF THINGS....

- We're involved in lots of different activity across the organisation and there is an expectation that we'll be flexible in supporting in any way possible to move the organisation forwards
- We've got some real responsibility for moving forwards a specific programme of work – Coventry Connects and we've tried to highlight how the lead roles will align to the objectives on the next slide
- There is a lot to do, and you'll contribute to or lead a number of projects, working with other people to bring to life the Coventry Connects programme of work



PROGRAMME APPROACH

Consistent best in class
response to residents

Informed targeting and
prioritisation of service
delivery



RESIDENT AT THE
HEART



DATA INFORMED
DESIGN



DIGITAL BY DESIGN



EFFICIENCY DRIVEN



RESIDENT
EXPERIENCE

- Systematic approach to obtaining user feedback to inform service design and maintain ongoing improvement
- Creation of resident data model between Council services and with partners with a focus on prevention, earlier identification of need and access to support



RESIDENT
CONTACT

- Redesign all aspects of resident facing and internal administrative activity across the organisation
- Maximise the use of technology to automate on an end-to-end basis
- Review and optimise the digital offer to support increased self-serve and reuse across resident channels enabling the organisation to flex resource to support more complex cases/vulnerable residents
- Incorporate system-wide/partner solutions to provide holistic support
- Integrated contact centre for all services



ORGANISATIONAL
SUPPORT

- Increased resident satisfaction
- Improved interface/connectivity and data sharing internally and with partners



DIGITAL
INCLUSION

- Continued focus on digital inclusion across the city, maximising partner input to improve social inclusion

- Reduced transactional costs
- Removed duplication
- Increased self-serve
- Process automation
- Targeted support/earlier interventions to our most vulnerable/in need residents
- Appropriate use of finances
- Informed demand management
- Increased social inclusion

HOW WE ENVISAGE THE TEAM SPLIT....



RESIDENT CONTACT LEAD

- General Enquiries
- Council Tax
- Housing Benefits
- Adult Social Care
- Meet & Greet
- Community Support



ORGANISATIONAL SUPPORT LEAD

- Executive Support
- Digital Print & Mail
- Repairs & Maintenance
- Blue Badges
- Administration
- Commercial Waste



RESIDENT EXPERIENCE LEAD

- Service Recovery (renamed complaints team)
- Performance & Training
- Resident Experience



DIGITAL SERVICES & INCLUSION LEAD

- Digital Inclusion Team

The three advertised lead positions are new to our team so you and your colleagues might have thoughts on whether the service splits are right, whether the structure is right etc. and we're not precious about that – we'd want to talk about it as things progress over the next twelve months.

The next few slides offer an insight into the work undertaken in each of the teams. It's quite wordy, so forgive us, but hopefully it provides some additional detail you might need.



RESIDENT
CONTACT LEAD



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GENERAL ENQUIRIES

Telephone, e-mail, chat and 'X' support for bin collections, pest control, roads, public safety, Holiday Activity & Food, registrars, housing, children's services, city services, elections and community support where support is offered with energy bills, food hubs and any other essential items that customers need for everyday living.

12 months summary

Calls Answered 109633

Emails Answered 20679

COUNCIL TAX

The team help with a range of queries including; taking payments, making payment arrangements, dealing with a change in circumstances, advice on discounts/exemptions, explaining how bills are calculated, taking calls, dealing with emails and issuing correspondence

12 months summary

Calls answered 80820

Emails Answered 4,073

Chats Answered 1272

£771,287 (value of payments taken via phone), 4081 payments taken during this period



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CONTACT LEAD



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HOUSING BENEFITS

The majority of the telephone enquiries will be about requesting an update on a reported change or to let us know of a change of circumstance that might affect their benefits. We update systems to support claims being made and provide information and advice to support residents. The team provide an appointment service to help customers who cannot complete a new claim for Housing benefits/Council Tax Support online.

12 months summary

Calls Answered 25284

Chats Answered 255

Claims appointments 261

ADULT SOCIAL CARE

The team support residents and professionals to discuss adult social care needs for themselves, family, friends and clients and sometimes to report neglect or abuse.

Contact might be put through to social workers or signposting to the most appropriate areas/organisations to meet their support needs.

12 months summary

Calls Answered 18160

Chats Answered 664

Emails Answered 2137



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CONTACT LEAD



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MEET & GREET

The Meet and Greet function offers face to face engagement at Broadgate House, helping residents to navigate the organisation and access its services. The team also provide reception support at:

- The Council House
- Our main employee office at Friargate
- Commercial Property sites
- Children's Services neighborhood offices

COMMUNITY SUPPORT

The Community Support team works together with residents and key partner organisations, to assist people struggling to afford things like energy and water bills, food and essential items

The team is largely funded through a grant awarded through the DWP, initially to support people through the pandemic and more recently to respond to the cost of living challenges.



ORGANISATIONAL
SUPPORT LEAD



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REPAIRS & MAINTENANCE

Manages Council Commercial Property utility invoices, Operational Property related invoices, and raising sales orders for external customers in relation to Compliance repairs, skip licences, and environmental/H&S registers.

Also offers a Helpdesk Service for reporting Council building, care homes & school repairs. Prepares and books in CSDPA equipment and Adaptation requests for customers within the community of Coventry.

12 months summary; from June 22 to May 23 – Calls Offered 6996 – Calls Answered 6720

EXECUTIVE SUPPORT

Senior Leaders are supported through the provision of an Executive Support Officer acting as the single point of contact for leaders, employees, residents, elected members and external partners. They co-ordinate travel and accommodation, manage diaries, undertake activity on behalf of the leadership team, minute meetings etc.



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DIGITAL PRINT & MAIL

The team has a broad range of responsibilities including:

- Printing and the provision of corporate stationery and paper
- Document management including, the co-ordination of recall/submission of social care files to off-site file storage, scanning of social care files, and subject access requests,
- Scanning of all incoming post to different systems
- Processing of all post
- The service also has an income target of around £300k

BLUE BADGES

The Blue Badge team is responsible for the day-to-day administration of the blue badge parking scheme which includes assessing applications, answering telephone and email enquiries, liaising with the Occupational Therapy team for walking assessments and Parking Services for enforcement.

There are 13,671 Blue Badges currently active in Coventry.

During the last 12 months

- The team have issued a total of 5,978 badges and declined 969.
- This also includes undertaking 295 Hidden Disability assessments.
- 5,250 emails answered and
- 3,616 phone calls answered



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SUPPORT LEAD



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ADMINISTRATION

The CS Processing function was formed in October 2019 and support from the current team covers specific activities:

- Processing up to 300 timesheets per week for Adult Social Care, Provider Services
- Processing Invoices for Childrens Social Care Teams
- Limited Ad-Hoc administrative support for Adult Social Care
- Supporting processing of Blue Badge Applications
- Progressing activity associated with Commercial Waste



RESIDENT
EXPERIENCE LEAD



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SERVICE RECOVERY

The team manage complaints on behalf of the organisation, they'll support complainants through what can be a difficult statutory process relating to emotive reasons for dissatisfaction (such as standards of Childrens Social Care and Special Education Needs). The team act as the liaison between the relevant service and the complainant or advocate, arrange for independent investigators in some instances and act as the Ombudsman Liaison for the organisation.

PERFORMANCE & TRAINING

Resource Coordinators manage the telephony for the contact centre and train new users of how to use the system. The team produce team schedule contact centre leave, breaks etc. to ensure we are able to offer the best service possible to our residents.

Customer Service Coaches undertake quality monitoring of customer contact, they work with our frontline teams to develop call control, objection handling and customer service skills. On occasion they undertake in depth coaching with team managers and team members to agree personal improvement plans to support individual development. The team look after new starters to the contact centre, training individuals to use systems and gain service knowledge. Another fundamental part of their role is to support recruitment activity – they undertake role play activity and coordinate technical tests to ensure consistency of standards for recruitment.



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RESIDENT EXPERIENCE

Resident Experience Advisers to triage any reports of dis-satisfaction and work with residents and services to find solutions to reduce formal complaints.

The team will be conducting our organisational surveys, analysing findings and discussing issues with residents with a view to improving services. Long term they will establish and conduct a programme of mystery shopper activities to ensure agreed standards are being delivered with findings being published.

Resident Experience Designers will work to introduce Resident Experience principles across the organisation, seeking out opportunities to influence process change and delivery Coventry Connect aspirations. The team will develop a user experience measurement of end-to-end processes and produce dashboards to allow the organisation to measure success. They will work to ensure that we continually seek to improve based on feedback.



DIGITAL
INCLUSION LEAD



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Digital Inclusion

#CovConnects is city wide, LA-led digital inclusion programme, working in partnership across the public, private and VCSE organisations. Our core values aspire that all Coventry residents have equal opportunities to access digital tools, technologies and services in a way that is meaningful to them.

Core programme activity;

- #CovConnects Device Bank- enabling VCSE, Local Authority and Health partners to access devices to deliver bespoke, person-centred digital initiatives
- Community Connectivity- embedding a digital infrastructure for connectivity across the city championing the National Databank, Sky Up and social tariff uptake
- Community digital skills – coordination and development of the community digital drop in offer across the city, in conjunction Adult Education and community digital champions
- Embedded Digital champions - in partnership with Barclays Digital Eagles, build and develop a network of champions within key roles across sectors to help enable digital confidence and access
- Digital Health Inclusion- part-funded by the ICB to align #CovConnects delivery to reduce health inequalities

In addition to this, there is a growing diverse portfolio of bespoke digital inclusion initiatives, aiming to improve outcomes for Coventry residents with **digital as the enabler**.

Details surrounding this post are included in the pack for information only – we are not recruiting to this position

THINGS YOU NEED TO KNOW

- We will be shortlisting video applications which we aim to conclude by the 07/02/2024 though it might take a little longer depending on how many people apply for the roles
- If you're successful at the shortlisting stage, we'll confirm in writing the date for an assessment centre and advise you of any required preparatory work that you might need to undertake
- The final part of the recruitment process will be a competency-based interview for those who are successful through the assessment process
- We look forward to seeing your video submissions, but we'd encourage you to get in touch on 02476 971045 if you need any more information or want to discuss anything further about the role

Good Luck 😊