

Birmingham City Council

Coordinating Overview and Scrutiny Committee

Date: Friday 14th July 2023



Subject: Customer Service Programme Task & Finish Group
Report of: Councillor Sir Albert Bore
Chair Co-ordinating Overview & Scrutiny
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1. Purpose

- 1.1. The purpose of this report is to provide an update to the 9th December and supplementary 27th January report on the actions of the Co-ordinating Overview & Scrutiny Committee Task and Finish Group, established following the Customer Service Programme update report to Co-ordinating Overview & Scrutiny Committee in September 2022.

2. Recommendations

Co-ordinating O&S Committee:

- 2.1. Notes that the Task & Finish Group has completed its review of the recommendations submitted to service leads for Bereavement Services, Housing Repairs, Waste Management and Highway Repairs
- 2.2. Agrees that the Task & Finish Group should ask service owner Committees to follow up any further action required to ensure that the identified end-to-end customer service improvements are implemented.
- **Neighbourhoods:** Waste and Bereavement Services
 - **Sustainability & Transport:** Highway Repairs
 - **Homes:** Housing Repairs
- 2.4. Supports the further work of the Task & Finish Group to scrutinise how senior managers are responding to feedback from the Customer Standards Workshops to embed the Customer Service Strategy.

3. Background

- 3.1. Following approval of the Customer Service Strategy by Cabinet in December 2021, the Customer Service Programme was established in January 2021 for an initial 12-month period, to implement the Strategy deliverables and 'Fix the Basics'.
- 3.2. Phase 1 saw the programme deliver a number of customer benefits' from the creation of an [easy-read Customer Service Strategy](#), co-creating Our [Customer Charter](#), establishing the Customer Panel; to the cleanse and improvement of 948 web pages and counting; roll out of products such as the Landlord's Portal and features for automated advanced payments.
- 3.3. The user research the programme conducted of four high volume, high priority service areas for the Council resulted in a set of service improvement recommendations which highlighted opportunities for services to improve the customer experience and increase customer satisfaction.
- 3.4. This report follows the Task & Finish Group's first review of the recommendations submitted to the Highways, Waste, Bereavement Services and Housing Repairs service leads, reported to Co-ordinating Overview & Scrutiny Committee in January 2023; and the further action to ensure the identified end-to-end customer service improvement are implemented.
- 3.5. This round of Task & Finish Groups was also attended by Committee Chairs for Neighbourhoods, Homes and Sustainability and Transport to enable an effective transition of the responsibility of these committees and provide continuity in what we've done, where we've got to, and what is outstanding and still needs to be done.

4. Update on Customer Service Programme Task & Finish Group

- 4.1. Appendix A provides the outcomes of all Task & Finish Group meetings with the service area sponsor/leads for improving the customer experience and details the recommended opportunities for improvement.
- 4.2. Feedback was previously submitted to the committee (9 December 2022) on Bereavement Services, Housing Repairs and Waste Management; and a supplementary update (27 January) on Highway Repairs.
- 4.3. In this second review, it was noted the overall positive progress has been achieved in implementation by service leads of the Customer Service Programme service improvement recommendations but more still needs to be done to achieve 'Best in Class' customer service and ensure the best customer journey for our users to improve satisfaction levels and reduce complaints.

4.4. Highway Repairs

- 4.4.1. The Task & Finish Group is due to meet on 7th July 2023 with the Assistant Director for Inclusive Growth also to be attended by Customer Service Programme Operational Sponsor, Strategic Product Manager and Delivery Manager. A supplementary report will be issued following the meeting on the review of previous recommendations and a status update provided.
- 4.4.2. In summary, a total of 10 service improvement recommendations were presented to Highway Repairs, and all 10 retain an implementation status of 'to do'.

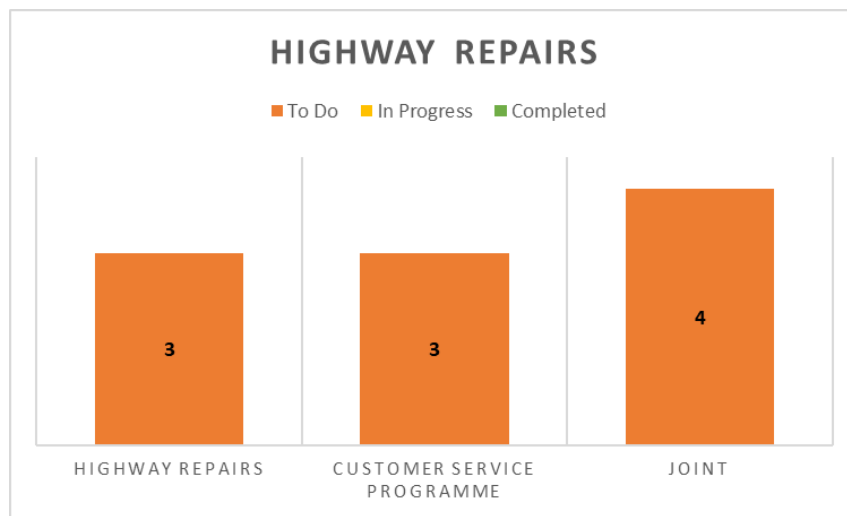


Figure 1 - Highway Repairs Status Overview

4.5. Bereavement Services

- 4.5.1. The Task and Finish Group met on 12th June 2023 with Assistant Director, Regulation and Enforcement, Head of Bereavement Services, Customer Service Programme Operational Sponsor and Strategic Product Manager, Lead Delivery Manager in attendance. All recommendations were reviewed, and status updates provided and clarified by the service leads.
- 4.5.2. Clear guidance has been created and improved content published on 'What to do when someone dies', and also clearly communicating to relatives' grave ownership and responsibilities in grave maintenance. Further work is required to include Coroners Service in online guidance and progress a small print run of the offline guidance.
- 4.5.3. A review of all onsite signage will be completed.
- 4.5.4. The top 20 paper forms have been prioritised for redesign and digitisation and will include automated advanced payment features, eliminating manual paperwork and enabling customers to complete requests in an easy and efficient way.
- 4.5.5. Exploration of technical options is underway to inform user need requirements for a new bereavement system / funeral directors' portal to support online

burial bookings, giving Funeral Directors' the ability to view, book and be updated.

- 4.5.6. A partial manual/mechanical back fill option is available to relatives on request where the resources to enable this are available. Resources to increase availability will be considered as part of any future operating model.
- 4.5.7. There are standardised processes, based upon best practice, in place across all sites. There are also individual standardised processes for particular sites which are based upon the specific needs of the site.
- 4.5.8. Recruitment of staff remains an issue within the service. There also needs to be a corporate response to more easily recruit agency staff as permanent staff.
- 4.5.9. In summary, a total of 28 service improvement recommendations were presented to Bereavement Services, and to date 10 have been implemented and 18 have an implementation status of 'in progress'.

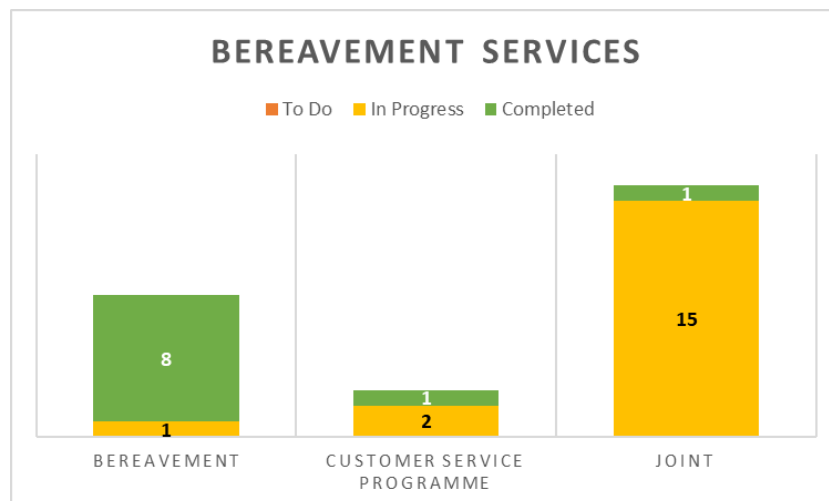


Figure 2 - Bereavement Services Status Overview

4.6. Waste Management

- 4.6.1. The Task and Finish Group met on 9th June 2023 with the Assistant Director, Street Scene and the Customer Service Programme Operational Sponsor and Strategic Product Manager, Lead Delivery Manager in attendance. All recommendations were reviewed, and status updates provided and clarified by the service leads.
- 4.6.2. The in-cab technology has been in place and in use in all vehicles since late January 2023 and addresses a number of the recommendations, although there are separate issues regarding provision of in-cab technology in rented vehicles. Work was undertaken to cleanse the data and the crews are monitored on their usage and reports are produced showing any problems; and work can be reallocated in real time to minimise missed collections, which is monitored by Service Managers.

- 4.6.3. A session with Neighbourhoods Overview and Scrutiny is being planned to provide a more in-depth view of the in-cab technology.
- 4.6.4. Missed collections are tracked, monitored and reported on a daily and weekly basis. The reports are showing an improvement in missed collections (alongside a significant reduction in missed collection complaints - down by 41% this April compared to April 2022). However, it is fully accepted that things are still not right, and more work is needed - particularly for the now vacated Montague Street (relocated to new Atlas depot in May 2023), and Lifford Lane depots where missed collections remain off target.
- 4.6.5. HMO's / Exempt accommodation continue to be an issue but work is underway to ensure that, where these properties are licenced, the appropriate bins are provided and the correct use of bins is monitored.
- 4.6.6. The service has a stable workforce (previously, the level of agency staff covering full time posts was approximately 30%). The service still operates with 23% agency cover for sickness and leave but teams are kept together where possible.
- 4.6.7. Over 70 of the older vehicles have been replaced, providing a more reliable service with a planned procurement to replace the remaining vehicles.
- 4.6.8. Working with Corporate Communications to develop simple comms for residents when there has been a need to remove their broken bin or pod.
- 4.6.9. In summary, a total of 12 service improvement recommendations were presented to Waste Management, and to date 6 have been implemented, 3 are 'in progress', and 1 retains an implementation status of 'to do'.

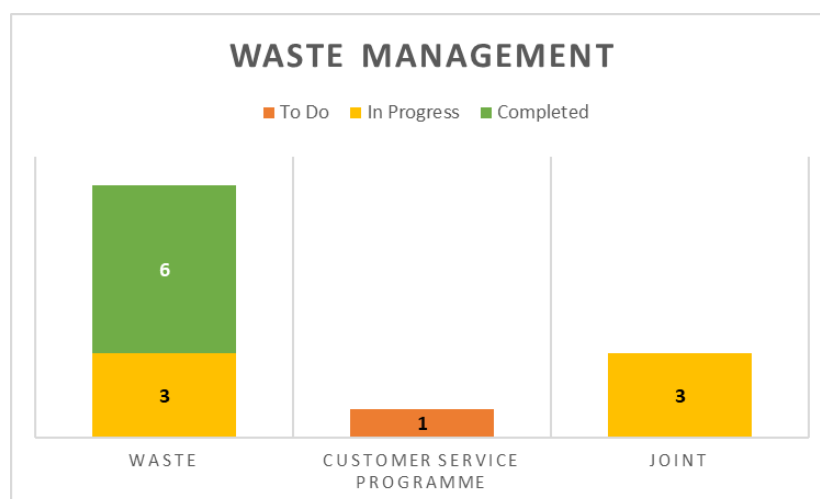


Figure 3 - Waste Management Status Overview

4.7. Housing Repairs

- 4.7.1. The Task and Finish Group met on 14th June with the Director, Asset Management Housing, Interim Head, Housing Repairs with the Customer

Service Programme Operational Sponsor, Strategic Product Manager and Lead Delivery Manager in attendance. All recommendations were reviewed, and status updates provided and clarified by the service leads.

- 4.7.2. The BRUM account process to report 'track a repair' has been end to end tested and issues highlighted, for example, some of the information submitted was not getting passed on to the contractor. The new functionality is now confidently expected for end August / early Sept. The delay was due to a dependency on the pending NEC (Housing Management software) Upgrade. Work is also in process into the quality of repairs and repeat calls about the same issue.
- 4.7.3. An option for tenants to book / manage their own repair appointments will be delivered as part of the changes to the Brum account. There is also ongoing work by repairs teams to look into and maximise appointment availability which has diminished. This work is expected to conclude by the end of September 2023.
- 4.7.4. Live updates to keep customers informed about changes regarding a repair, for example notifying a tenant that a contractor is running late, has been included in the Repairs Contract 2024, allowing text communication between operative and customer and live tracking.
- 4.7.5. Analysis of missed appointments due to no access is being carried out, to identify trends / customer profiles and check if our comms processes are working or need improvement. Findings to date are that process are not always being followed. Many customers say they were not aware of appointments, so focus is on the evidence around text and phone ahead which is part of the current process. This analysis is expected to conclude by December 2023.
- 4.7.6. Customer satisfaction on call handling is measured for randomly sampled calls – satisfaction levels are routinely around 80% for the way the agent handled call. Feedback is provided to service area and agents as appropriate.
- 4.7.7. The [Birmingham Choice](#) site is currently being reviewed and updated to make information more available to our customers. In addition there is a link on the front page of Birmingham Choice to a '[Housing Advice Pack](#)'. This gives customers information on numbers on the Housing Register, numbers of lets completed, waiting times, other housing options, etc.
- 4.7.8. The online information, advice and guidance on damp, condensation and mould has been reviewed and was updated 27 February on birmingham.gov.uk.
- 4.7.9. In summary, a total of 13 service improvement recommendations were presented to Housing Repairs, and to date 4 have been implemented and 9 have an implementation status of 'in progress'.

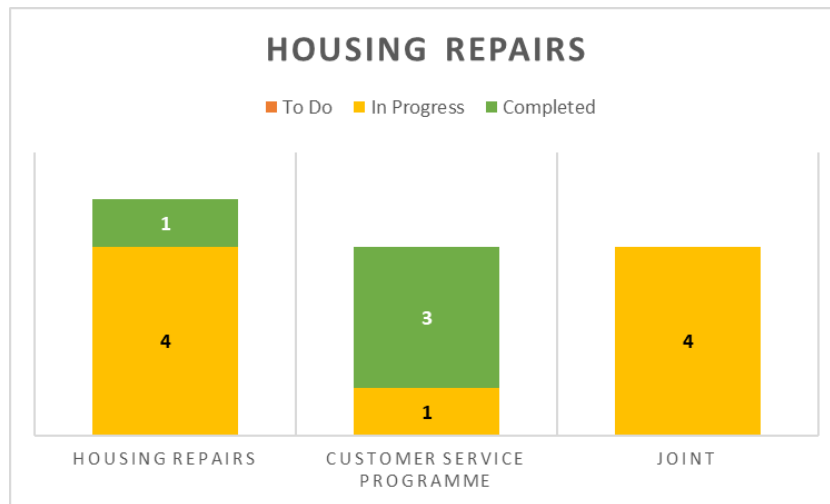


Figure 4 - Housing Repairs Status Overview

5. Any Financial Implications

- 5.1. The original Enhanced Business Case sought and approved total funding of £1.7m for Year 1 in December 2021. The Customer Service resource profile forecasts budget spend at the identified £ 1.7m costs allocated to the programme in final Quarter of 2021/22 and 2022/23.
- 5.2. The savings that are currently set out in the MTFP increase by £600k in 2023/2024, and phase 2 of the programme will help to deliver these and also identify future potential savings of over the next 2 years.
- 5.3. There are no procurement implications or financial implications of the recommendations in this report.

6. Any Legal Implications

- 6.1. The Council is under a duty under Section 3 of the Local Government Act 1999 to make arrangements to secure continuous improvement in the way in which its functions are exercised, having regard to a combination of economy, efficiency, and effectiveness.
- 6.2. The City Council will carry out this work under the General Powers of Competence Section 1 of the Localism Act 2011.

7. Any Equalities Implications

- 7.1. Overall, implementation of the Customer Service Strategy and therefore the activities of the Task and Finish Group may impact a number of the nine protected characteristics (specifically Age, Disability and Race) with the channel shift to self-serve; however the vision of the Strategy is clear and will endeavour to ensure a high quality, consistent and efficient approach to the customer journey across all channels by ensuring our customers access the right information at the right time and content is accurate and up to date regardless of the channel.

8. Background Documents

8.1. [Customer Service Strategy](#)

8.2. [Our Customer Charter](#)

9. Appendices

9.1. A: Status overview of the Customer Service Programme recommendations