

**STAFFORDSHIRE CONNECTS JOINT COMMITTEE**

Friday 17<sup>th</sup> December 2010

**Customer Knowledge**

**1 PURPOSE OF REPORT**

1.1 To provide Joint Committee with an update of progress made on the Customer Knowledge Project.

**2 RECOMMENDATION**

2.1 That Joint Committee notes the progress made and continues to actively support the Customer Knowledge Project.

**3 BACKGROUND**

3.1 The primary objectives of the project are:

- To be more effective and efficient in service delivery by understanding our customers.
- To bring together the many sources of customer insight and information to influence targets, service design and delivery, and to achieve enhanced community outcomes.

3.2 Incumbent elements of customer knowledge are:

- Customer Profiling (Using externally generated information to group together particular features about customers and link it to predicting service needs and delivery)
- Customer Engagement (Consultation both statutory, e.g. the Place Survey, and specific pieces of work, e.g. LDFs)
- Partnership Sharing (Understanding what data is held by partners, and how this can be shared for mutual benefit)
- Customer Feedback (Complaints, satisfaction with services, surveys undertaken at the point of service delivery, NI14 data)
- Customer Records (Information held within systems such as the partnership CRM system, that gives customer preferences and history; also thinking across where we collate data, e.g. Community Safety Partnerships, Sports Partnerships, etc)
- GIS (Linking data to our spatial knowledge, being post-code or household based)
- Equalities (Understanding what our work in communities tells us about areas of need)
- Digital Inclusion (Understanding Beacon work and how that may be taken forward)

**4 PROJECT STATUS**

**4.1 Summary Status**

Costs	Benefits	Deliverables	Resources	Risks	Issues
G	G	A	A	A	G

**4.2 Budgets and Costs**

Approved Budget	Spend to Date	Forecast Spend	Variance
£19,864.00	£-	£19,864.00	£19,864.00
<b>Commentary:</b>	£10,400 (Procurement Project Mgr) + £9,464 (Seconded) from SCP Reserves		

**4.3 Delivery Performance**

4.4 Procurement: SCC, Police & Fire still have a requirement to test the marketplace. Joint procurement exercise in progress. Indication required from SAB regards intention to make use of CI data and tools contract. Resourcing Project Management to be commenced.

4.5 Customer Insight: Original selected secondees have left employing organisation - options to second from LA outside of Staffordshire being explored. I&EP WM Event held on 11/11/2010 regards a regional procurement exercise, with interest also being shown by CLG for a national exercise. All partners have been provided access to both CACI and Experian data - limited take up to date.

#### 4.6 Project Milestones

Milestone	Status	Plan Date	Revised Date
Obtain Project Management Resource	A	24/12/2010	
Procurement Exercise	G	01/04/2011	
Obtain Customer Insight Seconded	A	01/09/2010	31/01/2011
CI Awareness Raising and Skills Transfer	A	31/01/2011	30/04/2011

#### 4.7 Risks and Issues

Risk	Description	Mitigating Actions	Target Date	Owner
1	Financial Implications: Balancing investment with savings to be realised	Continual review of commitment to the project and achievement of the business case	Ongoing	PB
3	Corp Governance/Legal: Ensuring there are no legal barriers and joint working governance is clear	Procurement and Legal expertise sourced and engaged with the project	Apr-11	PB
5	HR Issues: Effective management of the implications for employees	Communications plan, partner champions, senior management and member buy-in	Ongoing	PB
7	Reputation and Relationships: Ensuring joint working enhances reputations of all authorities (internal and external)	Senior management involvement, reporting to members and other stakeholders, continued communications and promotion of project benefits	Ongoing	PB
9	Project Timescales: Capability of the project to deliver within timescales that coincide with partner agreements and/or licensing renewals	Project planning and monitoring, assignment of responsibility and accountability to ensure activities are fulfilled. Highlight reporting and escalation of issues at the earliest possibility	Apr-11	PB
Issue	Description	Mitigating Actions	Age	Owner
1	Data Sharing Protocols	Ensure shared understanding and develop protocol if existing agreement is not fit for purpose	Nov-10	PB

#### 4.8 Resource Outlook

Type	Nov	Dec	Jan	Feb	Mar	Apr	Comments
Proj. Mgt.							Required throughout the project
Legal							Required at key points of procurement process
HR							
ICT							Required during implementation
Fin.							
Proc.							SCC for CI Data/Tools Tender & TBC for PM
Other							CI Officers (Staffs Ob)

### 5 CONCLUSIONS

5.1 Good progress has been made on the Customer Knowledge Project over the quarter, especially in terms of producing the customer insight procurement specification which has been led by the Staffordshire Observatory.

5.2 The Joint Committee has been asked to note project progress and to continue to actively support the Customer Knowledge Project.

Anica Goodwin

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