

**Request for Development Work**

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SECTION 1 – HIGH LEVEL BUSINESS CASE

1. Business Need

Stoke on Trent City Council have a business need to link our intranet scripting site to the CRM.

Part 1 – Link to Stoke's intranet Pages

Firstly we would need a button creating on the CRM Tool Bar. We want to be able to click on the button to link us to our knowledge support tool scripting pages. We want to change the page we link to dependant on the location/Service Request we are in on the CRM. This would also have to be dependant on authority, responsibility type, service request type that is selected.

If we are in the Contact Centre Page but no service request is selected we would expect the scripting link to link to our home page.

<http://stokeinside/ccm/navigation/community-and-customers/customer-services/call-centre-scripts/>

But if a service request was selected we would expect the link to link to our bespoke page relating to the service request in question. I have attached a copy of our Service Request mapping to hyperlink web addresses.

If we were in the back office responsibility / Requests / Run we would expect the link to link to our reports script page.

<http://stokeinside/ccm/navigation/community-and-customers/customer-services/call-centre-scripts/crm-how-to-back-office-guides/>

Part 2 – Creation of CRM Form For Updating Links

We would also require a Form to be developed under an administrator responsibility that would all us to change the hyperlinks. The minimum requirements for this form would be to display information relevant only to each authority and have columns for Responsibility, Service Request Type, and hyperlink address. If possible we would also like to be-able to add new links using the form.

Although the development is specific to Stoke on Trent City Council we see no reason why this functionality could not be configured to work for other partners.

****For information – Durham have already developed something similar****

2. Reasons

Part 1:

This development would streamline our Customer Service Advisors resource time. It would enable relevant Key information to be displayed quickly and efficiently without the Customer Service Advisor searching our intranet site to find the relevant information.

Part 2:

This development would allow each authority CRM System Administrator to be in control of changing links. This would be particularly vital out of hours.

3. Options

The current option available to us would be to manually search our website to find the necessary key information. Although this is currently the method used by our Customer Service Advisors this is time consuming. The suggested improvements would be far more efficient.

4. Benefits and Opportunities

The Benefits of this work would be:

- This functionality could be used by all Partners
- It improves the core functionality of the CRM
- Time and Efficiency Savings
- Customer Service Advisor training easier.
- The ability to manually change hyperlink addresses would allow authorities to change information quickly.

5. Risks

It is not anticipated this work would result in any risks to any partner, since this could be implemented independently. The functionality however, could be employed by other partners wishing to make use of it, assuming that the mapping between service requests and web pages is completed.. As the functionality does not exist, so the suggested improvements are an additional extension of the current functionality.

6. Costs

It is anticipated that this work can be completed using the Staffordshire Connects Core Team resources and that there will be no additional costs in terms of using external resources or the need to acquire additional hardware.

7. Timescales

This work is required by October 2010.

SECTION 2 – QUANTIFY WORK

Resources Required to Complete Work Requested	Business Analyst to refine requirements Developer Partner resource for testing prior to implementation
Estimated Duration of Work	3 to 5 days to gather and refine requirements 3-5 days of developer time to implement 1 day of testing
Details of External Suppliers Required	None. This can be completed in-house with existing resources
Specification	<ol style="list-style-type: none"> 1. SoTCC_BC_008 – High Level Requirements V1.0 2. CRM SR to Scripting Links V1.0
Earliest Start Date	To be determined following review of CRM Development Plan
Estimated Completion Date	Dependent upon start date
Approved	Awaiting approval following review of CCFG 30.06.2010
Additional Information	<p>This is essentially an extension of the PSCM button link that already exists and is in use with a number of partners. The difference is that it enables the CRM to determine which page is navigated to (using a custom form), rather than doing it through a search function embedded within the local Intranet (for the current method the CRM calls the search function within the local intranet site)</p> <p>**Note**</p> <p>Newcastle-under-Lyme Borough Council has also recently asked for similar functionality to this linked to change request LG1513</p>

SECTION 3 – PROJECT SCORING MATRIX

Project Sizing Scorecard

Criteria	1	2	3	4	5	Score
Estimated Cost in £1000	<1 x	1-5	6-20	21-50	>50	1
Anticipated Duration in months	<1 x	1-3	4-6	6-12	>12	1
Deadline Imposed Externally?	No x		Yes		Yes, with Penalties	1
Efficiency Delivered?	Yes x		Not Known		No	1
Relates to National Performance Indicator?	Yes		Not Known		No x	5
Relates to corporate objective?	Yes x		Not Known		No	1
Improvement in Customer Satisfaction?	Yes x		Not Known		No	1
Risk to Organisation for Non Completion	Low x		Medium		High	1
Political Profile	Insignificant	Council Interest x	County Interest	Regional Interest	National Interest	2
Stakeholder Involvement	Single service x	Multi service and/or regular partners	New Partners	Stakeholder opposition		1
Using External Suppliers	None x		Yes, known supplier		Yes, new supplier	1
Have we done this before?	Many times	Once or twice	Yes, but with limited success	Not the same as this x	Never	4
Confidence in delivery	High x		Medium		Low	1

Type 1 = 13-21	Type 1 developments are the least risky to undertake with well developed business cases	Total Score = 21
Type 2 = 22-38	Type 2 developments are not as clearly developed or have greater risks attached to them	
Type 3 = 39-65	Type 3 developments are the most risky in terms of their impact and the business case for them is perhaps not as clearly developed	

This project is assessed as Type 1.

Notes on the scoring matrix

For each heading on the scoring matrix, an **x** needs to be placed under the appropriate columns to generate a score for that heading . Once details have been entered for each heading an overall score for the piece of work is produced.

Partners completing the matrix need (as a minimum) to complete all headings shaded green:

- Deadline imposed externally
- Efficiency delivered
- Relates to national performance indicator
- Relates to corporate objective
- Improvement in customer satisfaction
- Risk to organisation for non completion
- Political profile
- Stakeholder involvement

This information will usually only be known to the authority submitting the request. The remaining headings will usually be completed by the Core Team once the request has been submitted and they have assessed what is involved in relation to the piece of work.

The project scoring matrix will provide a quick assessment of the relative complexity of a piece of work, along with the associated risks and benefits. The lower the score a piece of work scores, the easier and less risky it is. Pieces of work with a lower score will also generally deliver a greater number of benefits. They will also generally have better developed business cases.

The information contained within the scoring matrix will be used in conjunction with the business case to determine the justification for completing the piece of work and its relative priority in comparison with other pieces of work on the development plan.