



Presentation to the Overview and Scrutiny Committee Wednesday 14 February 2018

Communications Scrutiny Item
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Content

- The presentation will look at the issues raised by the Committee and include;
 - Website overview
 - Customers Strategy
 - Telephony and proposed Unified Communication System
 - Email upgrade
 - Digital Strategy



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Our Website

- Current web site re-designed/refreshed in 2016 - to include responsive technology www.maldon.gov.uk
- The website is managed from a technical perspective by our IT team and the content is managed by the Public Relations team in liaison with designated super-users across the departments
- Our corporate site also has a number of external third party websites which link seamlessly to our website, but which we do not have the ability to directly amend but we can influence change
- Our Tourism site www.visitmaldondistrict.co.uk is managed by the Tourism team and links to our site.



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Website Performance/Monitoring

- We subscribe to a website service which highlights issues of mis-spellings, broken links, performance, usability and accessibility
- This provides regular emails when issues are detected which enable us to maintain and improve our website
- We also have access to another free site which provides benchmarking data and compares our site across all local authority sites



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Performance /Benchmarking

Performance



Benchmarking

Essex Council	Place Ranking Score Qtr 4 2017
1. Thurrock Borough Council	32
2. Braintree District Council	64
3. Maldon District Council	91
4. Castle Point Borough Council	150
5. Southend Council	233
6. Chelmsford City Council	262
7. Colchester Borough Council	277
8. Uttlesford District Council	310
9. Tendring District Council	316
10. Basildon Borough Council	317
11. Brentwood Borough Council	365
12. Harlow Council	383
13. Epping Forest District Council	386
14. Rochford Borough Council	389



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Customer Strategy – Key Aims

- Right first time service delivery.
- Resolution at the first point of contact
- Helping our customers to help themselves
- Working in partnership
- Focussing on end-to-end service delivery
- Learning from customer feedback
- Culture and behaviours
- Access to services using the most efficient and cost effective channels - ensuring our face-to-face service is available for those customers who most need it.



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Existing Telephony System

- Analogue not digital
- About 15 years old
- Cannot recognise peaks of customer contact
- Messages have to be recorded over.
- On hold music poor quality
- Reliant on supplier to make changes
- Can't hold information about reasons for call



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Existing Telephony System

- Minimal reporting capabilities
- Does not support a virtual contact centre
- Handsets old
- No ability to link to availability of staff
- Cannot be linked to other teams who are outside of building
- Unable to support mobile working
- Limited functionality to support DR



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Existing Telephony System

- Disaster Recovery and Business Continuity
- Security
- Support and Maintenance
- Flexibility
- Visibility of call handling



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Proposed Unified Communication System

- Flexibility
- Control
- Platform to deal with all contact
- Resilience
- Possible monthly revenue savings
- Added benefits



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E-mail Upgrade

- Why?
- Where are we now?
- Next steps



Digital Strategy

- What does it mean for us?
- What are the opportunities for us?
- Engagement with Members – workshop



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