

Nottingham City Council Delegated Decision



Nottingham
City Council

Reference Number:

3644

Author:

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Department:

Commercial and Operations

Contact:

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Subject:

Implementation of Contact Centre Solution

Total Value:

Up to £100,000 (Type: Capital and Revenue)

Decision Being Taken:

To enter into a trial period for a contact centre solution for 75 days

To procure a supplier and award a 5 year contract for the provision of a new contact centre solution for sport and leisure on completion of the trial period.

Reasons for the Decision(s) The customer service team for sport and leisure currently manage all inbound calls and queries relating to the sale of memberships, bookings and queries for the service and proactively respond to web enquiries making outbound sales calls. We require a system that meets our business needs and provides high reliability/minimal downtime. A system is needed that allows for easy reporting, better demand management and measurable performance of call operators. Currently 40% of membership sales are made through the contact centre at first point of contact.

The current telephony system used by Sport and Leisure to serve the public is not fit for purpose due to ongoing stability issues, functionality limitations and is no longer providing the required features expected of a modern contact centre system. Following discussion with IT it has been agreed that Sport and Leisure will pilot an alternative contact centre solution which if successful will be retained permanently by sport and leisure and provide an opportunity for further development/use across other service areas within the council.

The sport and leisure service has experienced many extended periods of downtime of the current telephony system and has been evidenced within the mystery shopper programme where a score of zero was recorded. Current call statistics show a call abandoned rate of 25% of which the stability of the system is the likely cause of this with calls being dropped unexpectedly.

There is an immediate business need to improve our contact centre service including customer service improvement and revenue generation from membership and booking services. We require a more user friendly, feature rich platform with increased functionality including multi media queuing easy configuration and simple day to day administration.

Other Options Considered: To continue to use the council's existing contact centre solution - this is not considered a viable solution given the significant amount of downtime experienced where valuable sales enquiries are lost and general bookings and queries cannot be handled. For these reasons this option was rejected.

Background Papers: nil

Published Works: nil

Affected Wards: Citywide

Colleague / Councillor Interests: nil

Consultations: Those not consulted are not directly affected by the decision.

Crime and Disorder Implications:

None

Equality:

EIA not required. Reasons: The decision does not represent a change to policy/operation of existing services.

Social Value Considerations:

nil

Any implications affecting IT:

Yes

Decision Type:

Portfolio Holder

Subject to Call In:

Yes

Call In Expiry date:

24/09/2019

Advice Sought:

Legal, Finance, Procurement, IT

Legal Advice:

This proposal is for the Council to procure a provider from an established framework. Subject to the Council being able to access the framework this proposal does not raise any significant legal issues.

Advice provided by Naomi Vass (Senior Solicitor) on 05/09/2019.

Finance Advice:

This decision seeks approval for the Council to incur expenditure totalling £0.100m for a replacement of the current arrangements for inbound calls and enquiries. It has been agreed with IT that the current system no longer meets the business needs. The Sport & Leisure service has a Medium Term Financial Plan (MTFP) income target of £7.239m predominantly from customer receipts and this solution will support the achievement of this target.

The expenditure will be incurred over a period of 5 years, and will be funded from approved resources in the MTFP. There is agreement for the IT budgets to contribute £9.5k (£6.7k service and £2.8k implementation costs), with the balance to be funded from Sports & Leisure approved budgets. The solution will be procured in accordance with financial regulations to ensure best value.

Advice provided by Maria Balchin (Finance Analyst) on 03/09/2019.

Procurement Advice:

The report author has already engaged with procurement to ensure compliance with the Council's financial regulations and contract procedure rules. A framework call off will be conducted in order to secure best value for the Council and the citizens it represents. On this basis there are no procurement concerns with the approach. Advice provided by Lauren Wheatcroft (Procurement Officer) on 15/08/2019.

IT Advice:

The IT Service supports the proposals contained within this delegated decision. An officer working group has reviewed the current call centre management system and believe an implementation of an alternative solution would be useful as a means of identifying how business functionality can be satisfied by different technology solutions. The IT Service will support the acquisition, implementation and operation of the new contact centre management solution and will ensure its conformance with the Council's technical infrastructure and technical road map.
Advice provided by Paul J. Burrows (IT Change, Projects & Strategy Manager) on 16/08/2019.

Signatures

David Trimble (Portfolio Holder for Leisure, Culture and IT)
SIGNED and Dated: 16/09/2019
Andy Vaughan (Corporate Director Commercial and Operations)
SIGNED and Dated: 10/09/2019