

11. CUSTOMER SERVICES REPORTS

Officer responsible Community Advocate, Burwood/Pegasus	Author Kaye Edens – Community Technical Adviser, DDI 941-5307
---	---

The purpose of this report is to inform the Board of the new reporting functions which can be retrieved from the Request for Service database and seek guidance from the Board on how to utilise the reports to gain the best value from them.

BACKGROUND

Joan Blatchford, the Project Manager for the Customer Centre Network, attended the April Board seminar to inform members about the operation of the Request for Service and call centre systems. This session was in response to concerns raised by Board members that there had been a loss of information since the inception of the call centre. Telephone calls diverted to the call centre instead of being handled by staff at the Shirley Service Centre meant that local information was going directly into a central location and bypassing the staff in the Burwood/Pegasus wards.

Board members felt a loss of knowledge about their wards and were unable to find out what trends were becoming apparent or whether many complaints had been received about a particular issue. Prior to the call centre operation Board members could talk to the Community Technical Adviser, who had an overview of all customer contacts and knew what was happening first-hand.

Call Centre Advantages

- All issues received by telephone, walk in or e-mail are logged on a single database.
- The customer can get answers to straightforward questions quickly at first point of contact.
- There is capability for a city wide view of issues and analysis of trends.

Disadvantages of Centralisation.

- Staff working at service centres or in the field have lost touch with local issues unless directly involved in investigating the problem.
- It has been difficult to get a view of what is happening in each ward because street names have not been defined by ward designation.
- Tracking complaints has been difficult when information is not updated to record action taken by Council Units or contractors.

REPORTING AND TRAINING OPTIONS

In response to the concerns expressed by the Community Board, Joan Blatchford undertook to:

- Review both the customer service and Board servicing arrangements and make recommendations for improvements.
- Look at training issues with staff who are using the new systems and ensure they are thoroughly familiar with all aspects of them.
- Liaise with Geodata Services to format report options to present to the Board.

The review and training of customer service staff will be done within the Operations Directorate.

The reports can be produced as required through Geodata Services. The attached reports are examples of what can be produced from the Request for Service database. The reports all show figures accumulated for a three month period from January-March 2002.

Geodata Services have also produced samples of maps showing Customer Service Requests comparisons between the three months of 18 October 2001-18 January 2002 and 19 January 2002-18 April 2002 (circulated separately to Board members). The colours on the maps show whether an increase or decrease in requests has been recorded. The maps are very expensive to produce and would probably not be needed for reporting purposes, the statistical figures on the other reports can be compared and analysed.

The reports which can now be produced are able to be sorted into ward areas and would be a valuable tool to assess trends and relay information to Board members. The reports can be made available to the Community Advocate and Community Technical Adviser on a monthly basis. It is expected that the reports will be monitored regularly by the Community Technical Adviser and significant trends reported back to the Board as they become apparent. In addition to reporting significant trends a regular six monthly Board report could be done unless the Board requests a more frequent regular summary. The reports also show comparisons between ward areas. If Board members' names are logged against Requests for Service as the contact person, a search can be done by staff to follow-up on any outstanding issues reported by Board members. Training of users of the Request for Service system to obtain all the relevant information will ensure this information is captured.

Further improvements in the database mean that new fields have been included which will now record names of parks and schools. This has been a problem in the past in that a park could theoretically have up to four different street addresses and be recorded on the database four different ways, so a search on an issue in a particular park would not give completely accurate results. The same would apply to a lesser degree with schools and this would account for many of the 'unassigned' Requests for Service which show on the reports.

CONCLUSION

The Board should consider what reports are appropriate and how often these are required. The Board might wish to consider a report for information every six months listing the five major issues in the Burwood/Pegasus wards and making recommendations about supporting initiatives to address a particular issue. Reports listing everything logged for three months might not serve any useful purpose, but can be produced if required. The coloured maps can be produced as required but would cost approximately \$150-\$200 per map.

Staff

- Recommendations:**
1. That the Board request a six-monthly report on Requests for Service in the Burwood/Pegasus wards.
 2. That an annual report be produced including a comparison between all wards for the 12 most reported Requests for Service.
 3. That the Community Technical Adviser monitor the monthly reports and advise the Board if any evident trends emerge.
 4. That the Community Technical Adviser search each month for all outstanding Requests for Service logged by Board members and follow up where necessary.

Chairperson's

- Recommendation:**
1. That the abovementioned recommendations be adopted.
 2. That the Board use the statistics to formulate policy and request resource allocation from the Council.
 3. That the Customer Services Team be thanked for their innovative work.