

Questions arising from presentation “Customer First: Further Exploiting the Infrastructure for Efficiency”

Q.19 “Are you working towards a standard CRM system among all councils?”

“In the earlier model there was a demand to create a CRM system. However, some councils have already created a CRM solution. It is an expensive process. We have to look at what CRM is designed to deliver. Procuring a system is a collaborative decision. If we deploy CRM as a solution at the centre of the infrastructure and connect to 10-12 councils, others can reserve the right to join. If others want to procure themselves that’s fine and we’d be willing to host it centrally. We have a national contract with a CRM supplier. The CRM model is still maturing. We would like a hosted solution as this is cheaper.”

Q.20 “Colin mentioned Customer First in relation to capital spending, where we’re going etc. Has there been any dialogue with CPPs? This will be relevant going forward with SOAs as it becomes a more end-to-end process in which partners are included.”

“The previous administration took a leap of faith here. They invested and LAs invested. It may expand or be extended and we need to make provision for this. We need a sustainability model in order to sustain services needing revenue support. For example, the NHS want a secure infrastructure. The IS have said we have this across 32 Councils and we can build from that, using the same authentication rather than spend on a new infrastructure. Also, as discussed, we can push information using the system to any other public service organisation, such as changes to address, birth and death notifications etc. This would be a pointless service however, if the organisation don’t have a CRM compatible system.”

Q.21 “How are you tracking efficiencies to know if there is proving to be ROI?”

“We are concentrating on some LAs. It can be argued that not all public sector organisation are built around ROI, but rather investment to see improvement. It is not always about efficiency savings. We are looking for current opportunities to reduce overheads at the same time by addressing current business opportunities.”