

CUSTOMER
FIRST

Newsletter

Plans for this year...

Following a busy past 12 months for Customer First, there is much more to look forward to in the coming year. This is a sample of what to expect from the Customer First programmes throughout 2010/11:

Refreshing the National ICT Infrastructure

Work will be carried out to refresh, replace and upgrade current and ageing IT equipment for all applications across Scotland. All 32 councils will also be connected to the Oracle Web Services Manager (OWSM).

Exploiting the National Entitlement Card (NEC)

The development of NEC for commercial

travel purposes and the expansion of the card's use by young people in these areas – Young Person's Rewards/Loyalty Scheme and Kids Card (5-12 and 18+ age groups).

Enhancing the One Scotland Gazetteer

The development and provision of a UK-wide gazetteer product will be targeted. We will also work with the Scottish Government to deliver on national policy initiatives such as INSPIRE and Spatial Property Classifications as part of services from the One Scotland Gazetteer.

Integration & Coverage

The Citizen's Account Portal will be launched, while

there will be a collaboration across Customer First programmes to embed Change of Circumstance, Citizen's Account Registration and Authentication service, and National Gazetteer into councils' CRM and self-serve model.

Working to make more local public services accessible online

so that the costs of customer transactions and contacts are significantly reduced will form the Programme's key focus. Read more on page 2.

Support for elected members

will be extended with the autumn launch of the Members' Portal.

WELCOME

"Welcome to the new-look Customer First newsletter which aims to keep our stakeholders informed of programme developments. It has been a busy year to date, with the launch of the Customer Satisfaction Measurement Tool, increased take up of the Customer Service Professional Qualification (now used by 20 councils and four other organisations), and roll out of the sQid product on the National Entitlement Card. The next issue will include an update on the new governance arrangements for Customer First."

Colin Mair,
Chief Executive,
The
Improvement
Service



Commercial Travel on the NEC?

A proposal to develop the National Entitlement Card (NEC) for commercial travel (including the use of eMoney) as part of an integrated electronic ticketing system across Scotland remains a priority.

The Scottish Government, Transport Scotland and local government (with representation by Transport Authorities) are committed to taking forward a strategy to ensure more flexible and more convenient options for public transport users, which includes the use of smartcard technology as a means of travel and as a means of payment.

The NEC currently supports concessionary travel across Scotland and can host commercial tickets on its established Card Management System. The Improvement Service has proposed establishing a public sector partnership to manage the procurement and implementation of the public sector components of an integrated national transport solution.

The successful implementation of this solution is a critical part of Scotland's public transport strategy. This system and the supporting infrastructure can provide the components that make up a transport ticketing infrastructure,

including point of sale terminals, card readers, high volume ticketing, online ticketing, issuing, payment, transaction handling, payment to providers and a management information system.

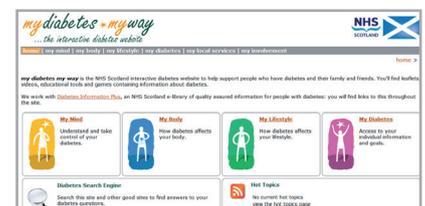
The initial consensus is that a public sector partnership should play a lead role in development of this strategy. The ultimate aim is to combine resources and create an integrated system that benefits the wider Scottish public sector; and at the same time is fully compliant with the standards that are being developed and implemented at the wider UK level.



NHS Pilot Scheme

An NHS website supported by a Customer First initiative will be launched in the coming weeks.

Citizen's Account, a secure online portal, was developed as a method of putting the services of all 32 Scottish Councils online and has now been successfully adapted for use in the NHS.



The 'My Diabetes, My Way' website uses the Citizen's Account platform to allow patients to manage their own condition and ensure records are kept secure.

A three-month, Scotland-wide pilot scheme is ready to take place and it is expected the website will lead to fewer appointments in the long-term – saving the NHS time and money.

The Customer First Advantage

In the new spending context for local government, the Customer First programme helps councils to deliver:

Better quality public services through improved collaboration and learning

Faster response by delivering "first time" public services

Enhanced credibility improving perceptions of local government

Lower costs by delivering public services more efficiently

Wider coverage ensuring people receive the services they're entitled to

Tell Us Once

DWP's Tell Us Once, cross-government programme is currently under review.

One of its objectives was that in the future people only have to tell Government once when registering a birth or death, or a change of address. Part of the Customer First objectives was to deliver this service to the Scottish public sector and regardless of the outcome of the review, this work will continue. The aim being that time spent corresponding with a number of



organisations will be reduced, and will eliminate the need to purchase and send copies of the original death/birth certificate.

Subject to the DWP review, Fife Council will continue to run a pilot for the bereavement service, and Dumfries & Galloway will consider its role in the Tell Us Once programme.

NEW GAZETTEER SERVICES

The One Scotland Gazetteer has a number of new customers.

The Scottish Government ePlanning programme has extended its use of the gazetteer web services. The Scottish Police Services Authority is developing a police gazetteer using the One Scotland Gazetteer as a key dataset, and Scottish Water is testing gazetteer data for use in its billing systems.

The One Scotland Gazetteer also has a new national hub system, which now allows local custodians to view and download data quality reports via the web.

Further improvements, currently in development, will provide increased data quality, further web services, data extraction options and an address change intelligence mechanism.

The new system will also help compliance with INSPIRE, the EU directive on environmental information.

A public website for the One Scotland Gazetteer will be launched in October.

IMPROVING LOCAL GOVERNMENT'S ONLINE CREDENTIALS

Most commentators view the web as having an important role to play in how councils respond to the spending squeeze.

Web browsing from fixed or mobile devices is now second nature to consumers, and they want their dealings with government to be as easy as internet banking or shopping.

Councils must improve their online credentials to meet these challenges. Making it easier for citizens to do more for themselves online not only saves them time, it means huge savings to the council.

For example:

- DVLA's online road tax renewal service saved 30% over postal methods and cut transaction times from up to 6 weeks to around four minutes.
- By introducing an online service for free school meal applications, Thameside Council cut processing costs from £25 by post, to 6p.

But cost savings must be coupled with other goals: improving the customer's experience and satisfaction, or developing a greater understanding of their needs.

Helping councils meet these expectations will be the priority of Customer First's development programme in the next financial year.

Our work will include the development of a national self-service model and the targeting of a 'top 20' menu of high volume customer transactions and contacts that can be delivered through self-service.

The programme will also be piloting smartphone and tablet computer applications for reporting and tracking cases. Customer First will be looking to work in partnership with councils to take advantage of these opportunities and, during September 2010, will be looking to formalise partnerships so that development work can proceed.

If your council is considering developing downloadable applications, please get in touch. By pooling our effort and resources we can be more effective and avoid the potential for non-standard approaches to create barriers to customer access. Contact: info@improvementservice.org.uk

A National Licensing System for Scotland?

Standardised licensing forms and a national IT system and database are among the findings of the Regulatory Review Group report on the Licensing (Scotland) Act 2005.

The Group concluded that although local Licensing Boards rightly make decisions on licence applications, these could be based on a standardised process and that there is a strong argument for a corporate approach across Scotland.

The Improvement Service has advised Scottish Government on the development and implementation of a national solution based on the development of the National Personal Licensing Database (NPLD).

New Tool Launched

The Customer Satisfaction Measurement Tool (CSMT) is a new national standard for local government and its partners to evaluate the performance of the services they deliver.

Its comprehensive question bank - based around 5 key drivers of satisfaction - establishes a common framework across Scotland to measure customer satisfaction. CSMT provides robustness and consistency; aligns with other national standards and self-assessment techniques and allows for effective benchmarking.

The CSMT suite of materials can be accessed via its Community of Practice.

CSMT was collaboratively developed between the Improvement Service and partner organisations.

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