

Functions transferring to Strategic & Corporate Services Directorate

As outlined in paragraph 10.4.17 of the paper, a number of functions are transferring to the Strategic & Corporate Services Directorate. These include:

Customer Contact – the customer relationships team, which includes Gateways and responsibility for the Customer strategy, including channel shift, will move to the corporate centre in recognition of the fact that despite being a customer facing activity it provides support to all our front line people and place based services and will be better able to integrate customer and business intelligence and corporate policy as part of Strategic and Support Services. This will help facilitate the integration of customer service delivered via web, phone and face to face.

Media and Public Relations – The media and public relations team provides whole council services and also works very closely with senior members and officers.

Customer intelligence and performance – Putting the customer at the heart of everything we do and designing our services around their needs requires us to collect and evaluate feedback from them more effectively. We must use the whole range of information collected to measure our performance across all our services and ensure the outcome of both business and customer research informs policy decisions. The proposal therefore suggests the establishment of a unit which will be responsible for customer intelligence and research, consultation, community engagement, monitoring customer feedback, ensuring the resulting customer and performance insight is used effectively to inform policy and resourcing decisions.