

KENT COUNTY COUNCIL – PROPOSED RECORD OF DECISION

DECISION TO BE TAKEN BY:

Mike Hill, Cabinet Member
Community Services

DECISION NO:

13/00086

For publication

Subject:

Customer Relationship Management System (CRM)

Decision:

As Cabinet Member for Community Services, I agree to and authorise the procurement for the development of a Customer Relationship Management System.

Reason(s) for decision:

Currently, KCC cannot complete 'end to end' processes to customers either online, by phone or through face-to-face contact. Customers have growing expectations for convenient self-service and CRM is the tool which will deliver this, enabling KCC to become a Digital Council.

Cabinet Committee recommendations and other consultation:

Communities Cabinet Committee will be asked to consider and either endorse this decision or make recommendations at their meeting on 17 December 2013.

Any alternatives considered:

Without developing CRM, KCC will be required to sustain a high number of bespoke line of business systems which present an ongoing cost burden to the authority. Greater efficiency and improved customer experience will be achieved for a multitude of projects which can be implemented incrementally across the whole council, where common processes and customer interactions can be applied consistently.

Any interest declared when the decision was taken and any dispensation granted by the Proper Officer: None

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signed

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date