

# KENT COUNTY COUNCIL – 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

Signed



Date

31 December 2013