Members Enquiries

Update for Scrutiny Committee

Walsall Council

IMPROVE outcomes and customer experience

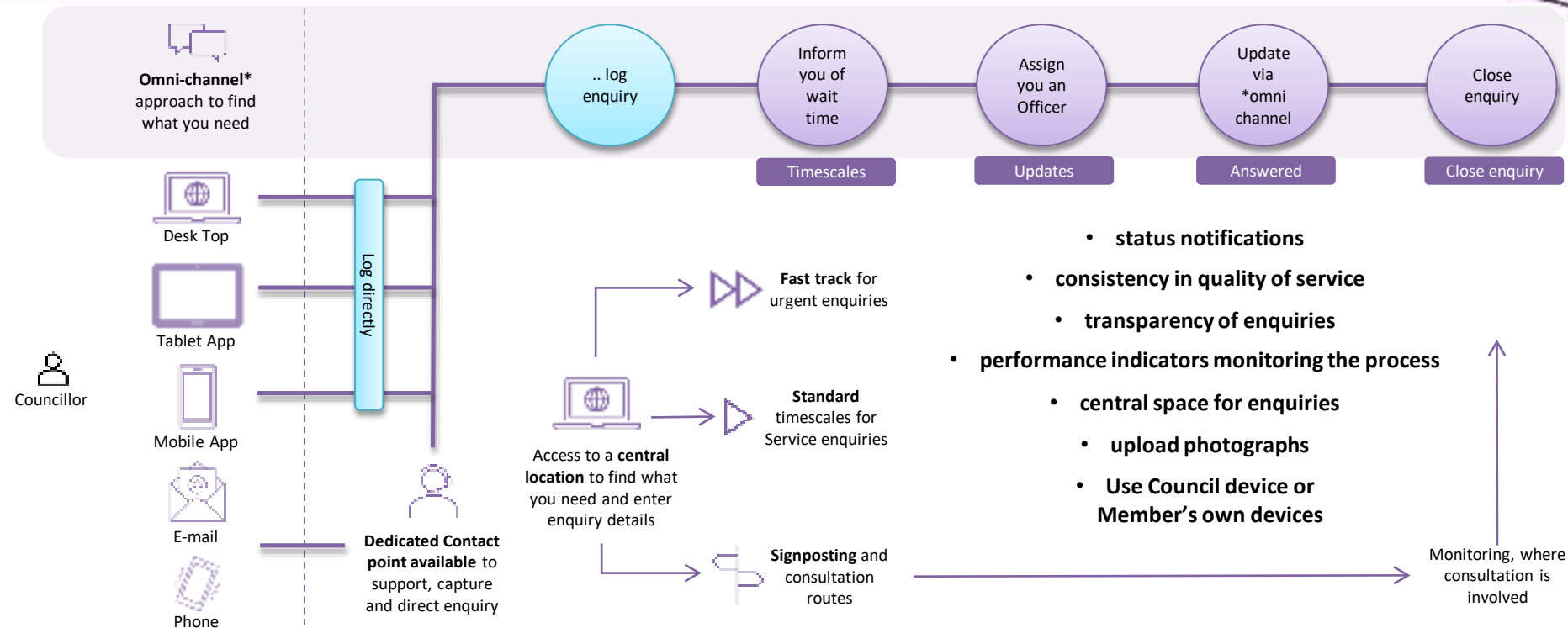**IMPROVE** employee satisfaction and engagement

IMPROVE service efficiency and performance

Introduction

- In December, we attended Scrutiny to introduce a proposed approach for a new Members Enquiry process based on developing an application that could be used by both Members and Services to streamline the process and make it much more transparent and performance led.

- It was made clear that we needed to engage further with the Members who had put themselves forward to work with us in the "co-design" of this process and also that we must have a process that;

  - ✓ Works for Members however they choose to initiate an enquiry;

  - ✓ Does not force members to use an "app" to raise an enquiry;

- We have worked with our co-design Members and Services to further develop the proposition and now wish to present to Scrutiny the revised approach, catering for all channels and also to share the proposed implementation and training plan

New Members Enquiries Process

Omni-channel* approach to find what you need

Councillor

Desk Top

Tablet App

Mobile App

E-mail

Phone

Log directly

Dedicated Contact point available to support, capture and direct enquiry

Access to a **central location** to find what you need and enter enquiry details

Fast track for urgent enquiries

Standard timescales for Service enquiries

Signposting and consultation routes

.. log enquiry

Inform you of wait time

Timescales

Assign you an Officer

Updates

Update via *omni channel

Answered

Close enquiry

Close enquiry

- **status notifications**
- **consistency in quality of service**
- **transparency of enquiries**
- **performance indicators monitoring the process**
- **central space for enquiries**
- **upload photographs**
- **Use Council device or Member's own devices**

Monitoring, where consultation is involved

*A choice of channels to help you find what you need – status updates in the app, email notifications on progress and a dedicated contact point.

Walsall Council

PROUD OF OUR PAST, OUR PRESENT AND FOR OUR FUTURE

New Members Enquiries Process – Demonstration Video

I am out on my walk and I have noticed

Training Approach | High-Level Training Requirements

Members (including PAs for Group Leaders)

- Understand overall process
- Understand scope and how to manage enquiries that are out of scope
- How to access from any device
- How to raise and track enquiries
- How to personalise views
- How to access and use dashboards

Assumptions:

➢ There will be technical specialists to support delivery of initial training.

➢ There will be a mechanism for ongoing technical support (DaTs).

➢ There will be a mechanism for ongoing process / app guidance (CXC).

➢ There will be a period of Testing where training materials will be tested as well as the application and processes.

Training Approach| Overview

Members	Training Recommendations
Diverse group	▪ Bespoke and flexible
	▪ Extended period of training may be necessary
	▪ Clear and robust approach for ongoing support
Digital confidence is low for some	▪ Face to face learning environment
	▪ 121 coaching support
	▪ Hints & Tips built into the app to facilitate ease of use
Concerns around loss of direct communication with council officers	▪ All training/ communications to reflect **overall process** reiterating points of **contact**
	▪ Focus on the benefits of overall process and how the app will facilitate achievement of those benefits

Implementation & Training Approach | Delivery (Proposed Go-Live Plan)

Pre-Election Period (approx.)

Easter

| 10/04 | 17/04 | 24/04 | 01/05 | 08/05 | 15/05 | 22/05 | 29/05 | 05/06 | 12/06 |

Comms
- All Elected Members (update)

Deliver
- Members Initial Training
- Members Training (follow up)
- Testing - Technical (DaTs)/ Services & PAs (Incl. PAs for political party leaders)/ Support (CXC) & Members Focus Group
- Members Support*

Measure
- Collate feedback/ monitor uptake
- Lessons learnt captured throughout and consolidated prior to transition into bau