

Creation of additional posts within the Contact Centre

Date: 5th May 2022

Report of: Head of Shared Services

Report to: Director of Resources

Will the decision be open for call in? Yes No

Does the report contain confidential or exempt information? Yes No

What is this report about?

Including how it contributes to the city's and council's ambitions

- This report is about creating 18 FTE customer services officer roles, for which budget has been assigned from the recovery fund, within the contact centre. These additional posts will support the service to improve the customer experience.
- Good customer service is fundamental to the 'quality of life' and other outcomes Leeds City Council is focused upon achieving.

Recommendations

- a) To approve the creation of 14 FTE B3 and 4 FTE C1 customer services officer roles in the contact centre.

Why is the proposal being put forward?

- 1 During the covid pandemic and as the City recovers, the contact centre has seen an increase in customer demand alongside a slow down in the progress on some transformation work designed to reduce demand due to IDS resources being prioritised to support the Covid response. Therefore £564,000 has been identified from the recovery fund to support to the contact centre to recruit additional staff.

What impact will this proposal have?

Wards affected:

Have ward members been consulted? Yes No

- 2 The additional posts will allow the team to meet agreed service levels by the end of June 2022.

What consultation and engagement has taken place?

- 3 The service has fortnightly partnership meetings with the trade unions and these proposals were shared and discussed on the 25th March 2022. Trade union colleagues welcome the investment in additional posts. Equally employees within the service are aware and fully support the creation of this additional capacity. From a budget management perspective the details of the proposal have been discussed at the Finance performance group and are supported. In addition the resources and strategy scrutiny board received a report on the 14th February detailing the additional funding for increased staffing.

What are the resource implications?

- 4 The contact centre has been allocated £564,000 from the covid recovery fund budget with the specific purpose of funding an additional 18 customer service officer roles.

What are the legal implications?

- 5 None identified

What are the key risks and how are they being managed?

- 6 There is a risk in terms of the ability to recruit the volume of employees required and also the time taken to recruit them. To manage this the service is moving to a rolling recruitment process and is working with HR to identify all possible recruitment channels.

A further risk is that without additional staffing being available customers will not be able to access council services in a timely manner.

Does this proposal support the council's three Key Pillars?

Inclusive Growth Health and Wellbeing Climate Emergency

- 7 The additional resource will improve the performance of the contact centre and enable customers to access council services, some of which are linked to health and wellbeing and inclusive growth, in a timely manner.

Options, timescales and measuring success

What other options were considered?

- 8 The service offered by the contact centre forms part of the organisation's customer access strategy and as such senior leaders are working collaboratively with other services to improve the overall customer experience. However the present situation means it is essential that additional frontline capacity is added to the contact centre to meet customer demand.

How will success be measured?

- 9 Success will be measured via the successful filling of the new posts. In addition leaders within the contact centre are working with HR to seek ways to improve recruitment efficiency and overall staff retention and engagement.

For service performance, call waiting times, abandoned rates and customer satisfaction will be monitored and will be key indicators of success. Performance will be assessed against the new suite of KPIs that will be introduced.

What is the timetable for implementation?

10 Recruitment to these roles is ongoing and therefore approval of this report will allow successful candidates to be appointed in a timely manner.

Appendices

11 Equality Impact Assessment Screening document.

Background papers

12 None