

Draft v0.1 For Discussion

Adult Social Care Future Customer Experience Concept

Unplanned Customer Contact Handling



Essex County Council

Adult Social Care *Customer Experience Concept for Unplanned Customer Contacts*

Our Customers will be able to follow clear and easy paths to access the information and services they need through the Customer Service Centre, meaning more first time resolution of contacts and less disruption to professional staff in the social care teams

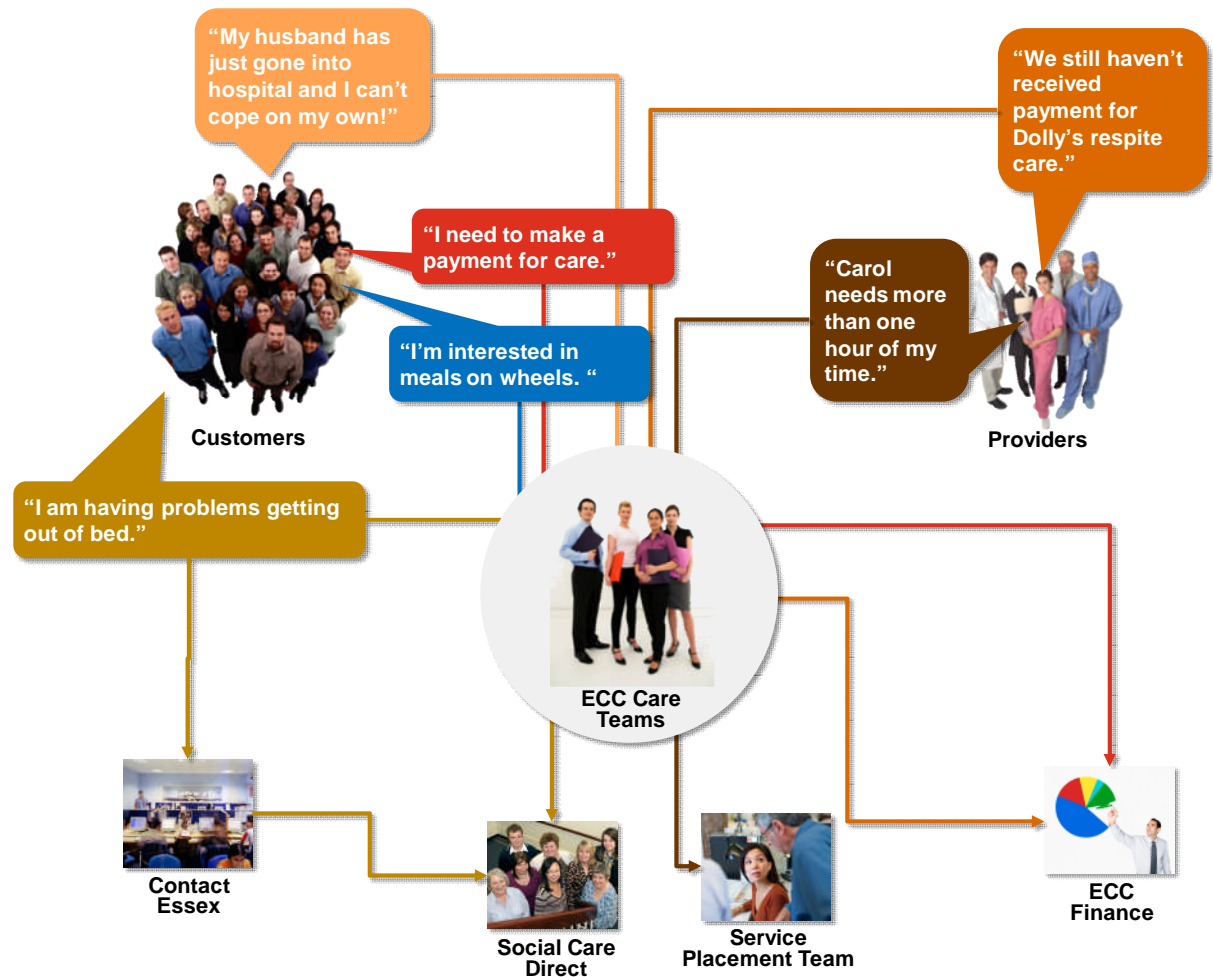
The scope of this concept is the unplanned Customer contact and enquiry handling processes currently undertaken by professional and support staff in the Older Adult and Working Age Adult social care teams.

Building on the findings from previous studies in to these processes, which highlighted that many Customer contacts received by professional staff in locality teams were not urgent and could be handled at the Customer Service Centre (CSC), this initiative looks at the opportunity for the CSC to act as a single point of contact for all Adult Social Care teams. The benefits of following this model include a much higher percentage of Customer enquiries being resolved at first point of contact in the CSC, with Customers only referred on to professional staff in the social care teams when their need is complex and/or urgent, often requiring immediate intervention. For example, a safeguarding or crises situation.

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How our Customers contact Adult Social Care today:

- Customers and care providers contact Adult Social Care through many different doors and channels– Contact Essex, Service Placement Team (SPT), Essex Social Care Direct and the social care teams directly
- This can be a complex and confusing Customer experience, as the diagram opposite illustrates
- Often Customers and providers will contact professional staff in the social care teams for all types of enquiries and information, the majority of which are not urgent and fall into the category of no further action or information and signposting
- For some types of enquiries received at the social care teams, the information or knowledge sits in other areas of ECC e.g. Finance, SPT
- A significant number of Customer calls are forwarded on from Contact Essex to staff in the social care teams without proper screening, c. 40,000 calls per year
- Customers and providers can often find it difficult getting through on direct lines to named individuals and social care teams, leaving voicemails which are hard for the staff to control and manage. This also leads to repeat and chasing calls



What are we proposing to change to make the Experience better for both Customers and staff in our social care teams

ECC's future Customer Service Centre will be a single, multi-skilled operation, benefitting from improved technology such as Telephony, Interactive Voice Response (IVR) and Customer Relationship Management (CRM) systems. The CSC will provide a single front door for Customers to access information, advice, guidance and services. The benefits of this model of Customer contact handling include:

- Customers will have one point of contact, making access clear, transparent and consistent
- CSC Advisors will have the skills and access to knowledge to resolve a much broader range of enquiries, meaning Customer contacts are dealt with at the first point of contact
- Professional staff spend less time answering routine calls and emails from Customers, allowing them more time to focus on delivering the value-adding care services that people need, as well as safeguarding vulnerable people
- A more consistent and better quality experience for Customers across all channels
- More effective screening of Customer contacts to ensure they are handled proportionately and efficiently, providing advice, guidance and signposting where relevant



How this Experience could be improved further in the future, making greater use of technology for our Customers to access information and services

The NWoW Customer programme is helping ECC to deliver its vision for Customer Experience, improving how Customers engage with the Council and leveraging new digital channels for a much richer source of information, guidance and access to services. The technology being delivered under this phase of the Customer Programme, in addition to other major technology procurements, such as the Adult Social Care Strategic IT solution, will provide the opportunity to channel shift much of this Customer contact activity online in the future. For example:

- The 'My Essex' portal and Customer account
- Online referrals for care services
- Information, advice and guidance, including brokerage
- Online budget tracking for direct payments and prepaid cards
- Access to applications, assessments and reviews
- Signposting to external partners, care providers and universal services allowing Customers to access a much wider range of support without having to go through Adult Social Care

