

Equality Impact Assessment - head of service review

Reference: EQIA169505303

Submitted: 23 January 2020 08:10 AM

Executive summary

Title of policy or decision: Modernising Customer Contact Programme (MCCP)

Describe the main aims, objectives and purpose of the policy (or decision): The purpose MCCP is to enable the successful implementation of projects to improve telephony and encourage customers to use different modes of access to services:

Mitel Telephony Upgrade

The existing Mitel telephony system is two versions behind the current edition. The project to update the Mitel telephony system is underway and due to upgrade mid 2020.

Mitel Improvement Projects

The new Mitel telephony system will have the ability to 'turn on' multi-channel methods of communication including: web chat, SMS, email, voice, social media, instant messaging and case management system.

Depending on the benefit of such communication methods, ECC may choose to implement some or all the functionality.

Channel Shift

Channel Shift is the process by which organisations seek to encourage customers to use the most efficient and effective method of communication.

Organisations are increasingly delivering web-based methods of communication to enhance customer experience and reduce unnecessary calls into Contact Centres. Similarly, ECC is moving towards delivering a more sophisticated website to enable customers to easily access services without the need to call the Contact Centre.

In 2019, activity was undertaken to identify high calls volumes into the Contact Centre and where customers found the contact 'journey' complex and challenging.

These journeys are bundled into work packages: Highways, Blue Badge, Schools, Registration, Libraries and Trading Standards.

The recommendations related to the work packages are policy, process or technology driven and are designed to encourage customers to use the ECC website to fulfil their requirements. This will be underpinned by guidance along with and support for vulnerable customers who are unable to use this channel of communication.

Proposals for Mitel Improvement Projects will be created for each improvement workstream, approved by the Modernising Customer Contact Board. Impacts on communities or groups will be assessed on a project by project basis and where identified will include an Equalities Impact Assessment.

What outcome(s) are you hoping to achieve?: Transform the council to achieve more with less

Which strategic priorities does this support? - Transform the council to achieve more with less: Re-imagine how residents' needs can be met in a digital world

Is this a new policy (or decision) or a change to an existing policy, practice or project?: a new policy (or

decision)

Please provide a link to the document / website / resource to which this EqlA relates:

\\chesfs02\teamshare\Customer Services\Customer PMO\Live Projects\MCCP\Investment Board\CMA

Please upload any documents which relate to this EqlA, for example decision documents:

\\chesfs02\teamshare\Customer Services\Customer PMO\Live Projects\MCCP\Investment Board\CMA

Assessing the equality impact

Use this section to record how you have assessed any potential impact on the communities likely to be affected by the policy (or decision): The overarching MCCP, which relates to this EIA does not include any impact on communities. However, for each potential recommendation for multi-channel or channel shift, we will review the potential impact on communities and develop an EIA for each project.

Does or will the policy or decision affect:

Service users: Yes

Employees: Yes

The wider community or groups of people, particularly where there are areas of known inequalities: Yes

Which geographical areas of Essex does or will the policy or decision affect?: All Essex

Will the policy or decision influence how organisations operate?: Yes

Will the policy or decision involve substantial changes in resources?: No

Is this policy or decision associated with any of the Council's other policies?: No

Description of impact

Description of Impact. If there is an impact on a specific protected group tick box, otherwise leave blank. You will be given the opportunity to rate identified impacts as positive, negative or neutral on the next page: No impact on any of the above groups

I confirm that I have considered the potential impact on all of the protected characteristics: I confirm that I have considered the potential impact on all of the protected characteristics

Describe any actions that have already been taken to mitigate negative impacts on any of the protected characteristics: The Service Design Team have been working on website accessibility and updating the website. The MCCP works closely with this team to support activity.

Action plan to address and monitor adverse impacts

Does your EqlA indicate that the policy or decision would have a medium or high adverse impact on one or more equality groups?: No

Details of person completing the form

I confirm that this has been completed based on the best information available and in following ECC guidance: I confirm that this has been completed based on the best information available and in following ECC guidance

Date EqlA completed: 23/01/2020

Name of person completing the EqlA: Michelle Granat

Email address of person completing the EqlA: Michelle.Granat@essex.gov.uk

Your function: Corporate and Customer Services

Your service area: Customer

Your team: MCCP Team

Are you submitting this EqlA on behalf of another function, service area or team?: No

Email address of Head of Service: suzanna.shaw@essex.gov.uk