

EVOLVING SERVICE DELIVERY TO
MAXIMISE EFFICIENCY

OR

HOW CAN WE REDUCE COSTS,
IMPROVE CUSTOMER SATISFACTION
AND FREE UP FTE TIME?

Where does all the time go?

→ Dealing with customers;

→ Telephone

→ Walk-in

→ E-Mail

→ Post

Where does all the money go?

→ Dealing with customers;

→ Answering enquiries

→ Accessing & updating back office systems

→ Routing calls

→ Handling – re-keying, post / scanning & indexing

→ Communications – Letters, Bills, Statements etc

How much does it cost YOU?

→ Based on an authority of 100,000 households

→ 200,000 Council Tax Bills

→ 30,000 – Single Person Discount Forms

→ 35,000 – Benefit Notification Letters

→ 35,000 – Landlord Schedules / Letters

→ Rent Statements / Increase Letters??

Contact costs – Revs & Bens

→ F2F – £4.07

→ Telephone - £1.37

→ 15,000 Phone calls per month

→ 4,000 Walk-ins per month

→ Single Person Discount (SPD) – 15mins

→ Post, E-mail ????

Let's do some sums – per year

→ 180,000 Phone calls @ £1.37 = £246,600

→ 48,000 walk-ins @ £4.07 = £195,360

→ 35,000 Benefit Letters @ £1 = £35,000

→ 200,000 Council Tax Bills @ £2 = £400,000

→ 30,000 SPD requests (5.2 FTE's) = £114,400

TOTAL = £991,360 p.a.

YOU can save.....

→Channel Shift 5% to web / self service

Saves £22,098

→Merge 80% of Benefit Letters - *Saves £28,000*

→Save 80% of process costs on SPD -

Saves £91,520

→Convert 5% to e-Billing -

Saves £20,000

TOTAL Year 1 Savings = £161,618

And there's more.....

→ Between 22-24% of contacts were related to
Benefit Notification Letters

= £101,650 of Telephone / Walk-in costs

→ If 30% of these were down to lack of
understanding

= £30,495 (Nearly 1.5 x FTE)

*Let me show you a couple of
examples*

Council Tax Bills and Benefit Letters

- First take a Council Tax bill for a customer
- And envelope it
- At a cost of – minimum £1
- Now take a Benefit letter for the *same* customer
- And envelope that
- Doubling your costs and creating enquiries?



Merge Envelope Contents


How about...

- Take the Council Tax bill for your customer
- And the Benefit letter for the *same* customer
- Staple and envelope them **together**
- Halve your costs, reduce your enquiries
- Improve Customer Satisfaction



Benefit Letter – Auto Summary

FROM.....



DECISION NOTIFICATION - HOUSING BENEFIT
Please read the enclosed notes carefully. A more detailed explanation of this calculation can be provided on request

MR MJ ADDISON 80 SALISBURY ROAD HARROW MIDDX HA1 1NZ	Claim Reference Council Tax Ref. Landlord Reference Rent Reference Date Benefit Enquiries	6127070 541744 10 Jul 2009 020 8424 1644
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Concerning:

Reason for Calculation: Correcting The Assessed Earnings

COUNCIL TAX BENEFIT	
The Weekly Benefit Award is:	£8.59
Less Overpayment Recovery:	
Net Benefit Payable:	£8.59
Weekly gross Rent/Council Tax is:	£17.54
The Benefit Starts on:	25 May 2009
Weekly Eligible Rent/Council Tax:	£17.54
Weekly Ineligible Service Charges:	

The first payment will be:	
This will be paid on:	
Payment will be made by:	Credited to your Account
Future Payments will be made:	
NON DEPENDANT DEDUCTIONS:	£0.00

NAME	GROSS INCOME (Weekly)	INCOME BAND	DEDUCTION (Rent)	DEDUCTION (Council Tax)


In working out your weekly benefit, we have used the following information:

FINANCIAL DETAILS:	APPLICABLE AMOUNT
Your weekly earned income	£0.00
Your partner's weekly earned income (£0.00
Any other income (converted to weekly	£145.72
Assumed income from ED Capital	£0.00
TOTAL WEEKLY INCOME	£145.72
Disregarded income	£0.01
Less Expenses	£0.00
INCOME USED IN CALCULATION	£145.71

Harrow Council, Civic Centre, Station Road, Harrow, HA1 2DU Tel: 020 8424 1
Web: www.harrow.gov.uk

Claim: 6127070 CLM305 Page 1 of 1
YOU MUST TELL US IMMEDIATELY IF YOUR CIRCUMSTANCES CHANGE

TO.....



Corporate Director James
Myles-Thorn

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Dear Mr Addison

This letter contains details of a change to the amount of benefit you are entitled to. The reason for this is because there has been:

Correcting The Assessed Earnings

As a result your weekly Housing and Council Tax benefit you will be paid is as follows.

Period From	Period To	Weekly CTB Entitlement
25 May 2009	Ongoing	£8.59

Details of the changes and how we have arrived at your weekly benefit are contained in the following pages of this letter. We also explain how we will pay your benefit and how often.

Yours sincerely

Giselda Colvin
Assessments Service Manager

Some distractions

- CRM – What's happening???
- Back Office vendors – magic roundabout (£)
- Strategic v Tactical solutions
- Savings targets are not going away
- LIT v Property Tax

Strategy

- Think **BIG** start **SMALL**
- Clearly identify Savings and measure
- Phased approach – Revs & Bens No 1
- Formulate a **SHARED** approach wherever possible
- Similar process and systems = similar savings **ACROSS SCOTLAND**

Savings for Scotland 😊

→ Total No of Authorities = 32

→ Average No of Households = 50,000

Potential to save in excess of £3m p.a.

LET'S TALK!