

## DECISION RECORD <sup>1</sup>

Officer Key Decisions are subject to the Council's Call-In Procedure (Part 4 of the Council's Constitution <http://www.stevenage.gov.uk/content/committees/96416/Part4E-Overview-and-Scrutiny-Procedure-Rules-updated-October-2016.pdf>)

|                                      |   |
|--------------------------------------|---|
| <b>Subject: New Digital Platform</b> |   |
| Staff Contact: Josh Carter           | Executive Member: Rob Broom                     |
| Tel: 01438 242596                    | Portfolio: Neighbourhoods & Cooperative Working |

### 1. Decision

That the Strategic Director:

1. Has determined that Annex A of the Decision Record should not be disclosed to the public as it contains exempt information as defined by Section 100 of the Local Government Act 1972, Schedule 12A the public interest in maintaining the exemption outweighing the public interest in disclosing that information;
2. Awards the contract for the New Digital Platform to the preferred supplier set out in Annex A and approves award and signing of the contract.

2. **Reasons for the decision:** The current CRM system being used in the CSC is going out of support in January 2020. Procuring a Digital Platform replaces the traditional CRM system, but also opens up opportunities for additional functionality and efficient processes. The platform will also improve user experience both internally and external, being a key tool to enable a shift towards digital and self-serve channels.

### 3. Alternative options considered and rejected <sup>2</sup>

1. Do nothing. Continuing without a customer relationship management system in place would have a detrimental effect on the way we offer services and support to customers. There would be a knock on affect to other areas of the council as the customer service centre would be able to respond to a reduced number of queries.
2. Procure a replacement CRM. The investment involved in procuring a replacement CRM was not considered efficient as our current ways of working need to be addressed and new more efficient processes need to be adopted. Investing in a like for like replacement would have been a false economy as many of our current processes are inefficient.

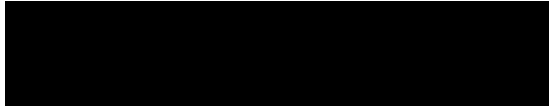
**4. Consultation**

(a) Comments of Executive Member <sup>3 4</sup>

As the existing CRM system currently being used by the customer service centre will be out of support in January, a system to replace it is essential. The procurement of a new Digital Platform will not only provide the customer service centre with the ability to continue to provide outstanding support to the Stevenage residents, it will also open up opportunities for further efficiencies and improved user experience for both customer facing and internal processes. For example, by connecting to the new waste and environmental services back office system customers will get 'real time' information about their bin collections and this should reduce the amount of telephone enquiries the CSC receive. I speak on behalf of the members web group when I say that I think this is an extremely important project for Stevenage Borough Council to undertake and I am excited about the benefits it will bring.

(b) Comments of other consultees <sup>5</sup>

**5. Following consultation with, and the concurrence of the Executive Member, I am proceeding with the proposed decision.**



Title: *Executive Member*

Date: *18/06/19*

**6. PLEASE RETURN COMPLETED/SIGNED FORM TO CONSTITUTIONAL SERVICES FOR PUBLICATION**

<sup>1</sup> for guidance see Borough Solicitor's note "Taking Decisions"

<sup>2</sup> details of any alternative options considered and rejected by the officer at the time the decision was made

<sup>3</sup> record any conflict of interest declared by any Executive Member consulted. If an Executive Member declares a conflict of interest DO NOT PROCEED without seeking advice from the Borough Solicitor

<sup>4</sup> If the matter has general significance for the Council and/or is, or is likely to be, controversial, then the officer shall consult the appropriate Executive Member before proceeding. In some cases it will be necessary to consult more than one Executive Member, and in some cases the Leader of the Council will need to be consulted

<sup>5</sup> If the matter has local significance, but no general significance for the Council and no controversial aspects, the officer shall consult or inform the local member in writing (or by e mail) and proceed. It is essential that all officers responsible for delivering services ensure that local members are kept well briefed on issues affecting their areas.