



POLICY AND RESOURCES COMMITTEE 21 JUNE 2007

CUSTOMER SERVICES PROJECT BOARD– MEMBER NOMINATION

Report by Chief Executive

PURPOSE OF REPORT To seek a Member to represent service users on the Customer Services Project Board.

COMPETENCE

1.1 There are no legal or financial constraints to the recommendations being implemented.

SUMMARY

2.1 The Comhairle has agreed to implement a Customer Services Project in line with the Scottish Executive's strategy and the Comhairle's approved the Business Case of November 2005.

2.2 The project is being managed using the PRINCE2 method, to ensure clear lines of responsibility and effective progress in line with the approved Business Case. As part of the project management process it is desirable to have a "Senior User" as a member of the Project Board representing the interests of external service users (citizens and customers). In June 2006 Cllr Morag Munro was nominated to fulfil this role on the Project Board but due to the formation of a new Comhairle this nomination has now lapsed.

2.3 The Director of Technical Services fulfils this role on the Project Board for internal users.

RECOMMENDATION

3.1 It is recommended that the Comhairle nominate a Member to represent service users on the Customer Services' Project Board.

Appendices
Contact Officer:
Tel. 01851-709201

APPENDIX 1
Andrew Mackenzie
amackenzie@cne-siar.gov.uk

Senior User Job Description

OBJECTIVES OF THE CUSTOMER SERVICES PROJECT

- 4.1 The objectives of the Customer Services project are to manage the implementation of the project to provide best value services for users of Comhairle services by:
- ◆ Improving Comhairle services by making them consistently good throughout the whole organisation
 - ◆ Providing a single point of contact for a range of Comhairle services within the Western Isles.
 - ◆ Making access to services available at times and places that suit most by telephone, internet, or face to face discussion
 - ◆ Concluding the majority of queries and service requests at the first point of contact, tracking and reporting on progress with service requests
 - ◆ Using information in the customer's record to target services to specific customers, reducing the need for customers to apply for services and proactively using the customer experience captured through a Customer Relationship Management system to determine the design of future service delivery
 - ◆ Joining up service delivery, and working with community planning partners

PROJECT MANAGEMENT

- 5.1 To ensure effective implementation of this project a Project Board has been set up to manage the implementation stages under PRINCE2. The first stage of the project is to develop a telephone contact centre and a service access point in Stornoway, as well as improving access to services via the Comhairle's website.
- 5.2 A PRINCE2 Project Board consists of:
- An Executive – the person who is sponsoring or funding the project;
 - A Senior Supplier – the person who is charged with delivering the desired outcomes. This role may be split if there is more than one principal supplier;
 - A Senior User – the person who represents the end users. This role may be split if there is more than one group of key users.
- 5.3 The Project Manager is not a member of the Project Board but reports to the Board on a regular basis, and carries out work on behalf of the Board.
- 5.4 The Chief Executive has agreed that the officer membership of the Customer Services' Project Board for the first stage of the Customer Services' Project is:
- Executive Head of Continuous Improvement (as the Comhairle's E-government champion) and representing the Chief Executive's Department.
 - Senior Supplier Head of Customer and Central Services (since Finance and Corporate Resources Department are responsible for delivering the project)
 - Senior User Director of Technical Services (representing the interests of internal users of the service, i.e. front-line service departments)
 - Project Manager Customer Services Manager
- 5.5 It is proposed that an elected Member be appointed as a second Senior User to represent the interests of the Comhairle's service users who will be interacting with the Customer Service team.

APPENDIX 1 SENIOR USER JOB DESCRIPTION

Purpose

The Senior user is responsible for specifying the needs of those who will use the final product(s), for user liaison with the project team and for monitoring that the solution will meet those needs within the constraints of the Business Case in terms of quality, functionality and ease of use.

The role represents the interests of all those who will use the final product(s) of the project, those for whom the product will achieve an objective or those who will use the product to deliver benefits. The Senior User role commits user resources and monitors products against requirements. This role may require more than one person to cover all the user interests. For the sake of effectiveness the role should not be split between too many people.

Specific responsibilities

- Ensure the desired outcome of the project is specified
- Make sure that progress towards the outcome required by the users remains consistent from the user perspective
- Promote and maintain focus on the desired project outcome
- Ensure that any user resources required for the project are made available
- Approve Product Descriptions for those products that act as inputs or outputs (interim or final) from the supplier function or will affect them directly
- that the products are signed off once completed
- Prioritise and contribute user opinions on Project Board decisions on whether to implement recommendations on proposed changes
- Resolve user requirements and priority conflicts
- Provide the user view on Follow-on Action Recommendations
- Brief and advise user management on all matters concerning the project

The assurance responsibilities of the Senior User are to check that:

- Specification of the user's needs is accurate, complete and unambiguous
- Development of the solution at all stages is monitored to ensure that it will meet the user's needs and is progressing towards that target
- Impact of potential changes is evaluated from the user point of view
- Risks to the users are frequently monitored
- Quality checking of the product at all stages has the appropriate user representation
- Quality control procedures are used correctly to ensure products meet user requirements
- User liaison is functioning effectively

Where the project's size, complexity or importance warrants it, the Senior User may delegate the responsibility and authority for some of the assurance responsibilities.