
APPENDIX A

THE WILTSHIRE AND SWINDON CUSTOMER FIRST MANAGEMENT BOARD E-GOVERNMENT PROGRAMME

In accordance with national policies to secure the electronic access to services, including 'National Priority Outcomes' and other Government targets and objectives:

• CRM Procurement	Joint specification, selection and procurement of common CRM system for implementation by all partners
• Hub Services	Identification and development of common transactional services on the W&SCFMB shared 'hub', for use with CRM system and for self-service access (Internet). Training for partnership staff to develop 'hub' services. Full roll-out of pilot services developed under e-Government Partnership (change of address and abandoned vehicles)
• Content Management System	Identification and development of joint use of the W&SCFMB shared Content Management System
• CRM Set-up	Common activities across the Partnership, including:
○ A-Z of Services	Extension of A-Z of Services for access to all front-office services from CRM system
○ Authentication	Shared solution to verify individuals (on phone and online) <i>NB Potentially SW regional solution under discussion</i>
○ CRM Configuration	Common approaches to setting up customer records, council contacts, telephony, etc.
○ Integration of CRM & Hub	Standard interfaces for exchange of data: CRM access to hub services, reconciliation of customer details & transactions
Front Office	

• Customer Services Charter	Development of common service standards for access, response times, etc. in joint Charter across Partnership
• Contact Points	Set up joint face-to-face service counters across the county, offering access to County & District services
○ Contact Point Experience	Define coverage: range of services & standards for each level of Contact Point, locations & staffing agreed for each level
○ Design & Build	Physical design & build (space, fittings, ICT) for each location
• Call Centres	Set up each partner's phone customer service centre, offering access to County & District services
○ Design & Build	Physical design & build (space, fittings, ICT), business changes & staffing for each partner
○ Call Sharing & Integration	Joining up call handling across Partnership (virtual call centre), access to other partner's services, out of hours coverage
Coordination	
• Change Management	Common approach & timing for business changes to achieve joint standards, call sharing & integration across partners
○ Communications	Partnership information to support 'local' communications
• Front-Back Integration	Common standards & level of integration between front & back offices to enable cross-partner service access & delivery
• Shared Cross-Partner ICT	Ensure joint procurement, development & provision
○ Websites links	Coordination of deep-linking between partner websites
○ Members IT	Combined provision of IT, common information & access
○ Websites	Common (shared) solution for Community & Members sites
○ Smart Cards	Combined procurement for multiple services
• Data Protection & Freedom of Integration	Common approach across partners & for shared delivery of services
