

## APPENDIX B

### Operational Design Options Phase 1

Operational Model	Advantages	Disadvantages
<p><b>Option 1 – Customer Services Model</b></p> <p>The Customer Service Centre will manage all applications and decision making for Emergency Provision requests where appropriate following predefined scripts. Grant Provision calls will require data to be captured and an appointment to be scheduled with Housing via Outlook. All Customer data and outcomes to be recorded manually on a spreadsheet /database. Calls will be transferred to Housing if there are any issues /anomalies.</p>	<ul style="list-style-type: none"> <li>• Calls will be handled by Contact Centre fitting in with corporate agenda.</li> <li>• Resource levels higher and absence easier to manage.</li> <li>• Existing telephony capability in place.</li> </ul>	<ul style="list-style-type: none"> <li>• Data Capture will be manual with no control over quality and accuracy. Data integrity and accuracy is a key deliverable as it is required to drive Phase 2 activity.</li> <li>• Any development to the housing information system (QL) required will impact timescales and potentially costs and these are not budgeted for in Project costs.</li> <li>• For Grant Provision there will be duplication of effort as contact will have to be recorded twice. Once by Contact centre on application and then again by Housing in QL when customer attends for interview.</li> <li>• With the development of the Customer Reception Management (CRM) system any designed process may have to be amended to fit with “Customer First” causing duplication of effort and unnecessary expenditure developing QL.</li> <li>• Difficult to agree the division of labour and resource costs with the Contact Centre at present as we still do not have call volumes .lengths and handling time data available.</li> <li>• Manual Processes may increase the risk of Customer Fraud</li> </ul>

**Operational Design Options Phase 1**

<b>Operational Model</b>	<b>Advantages</b>	<b>Disadvantages</b>
<p><b>Option 2 – Housing Model</b></p> <p>Housing to manage the application process. A new telephone number and hunt group to be set up for Customers to call in.</p> <p>Applications will be managed following pre defined script. Emergency provision to be dealt with immediately.</p> <p>Grant Provision interviews to be booked directly into outlook.</p> <p>Data to be captured direct to QL (Housing IT system) and reported from system.</p> <p>QL housing scripts to be amended to accommodate required changes. Reports can then be produced directly from QL to assist with monitoring budgets and outcomes.</p>	<ul style="list-style-type: none"> <li>• QL development minimal providing a more accurate reporting tool and efficient system.</li> <li>• More accurate data collected to understand fully what is required from Contact Centre in terms of resource and call handling so appropriate operational levels/budget allocation can be agreed for handover.</li> <li>• Handover to Contact Centre can be scheduled for Phase 2 and supports the Corporate agenda, developing and promoting Customer First.</li> <li>• Single point of contact for customers and providers</li> <li>• Seamless transition</li> </ul>	<ul style="list-style-type: none"> <li>• Resource not in place and timescales short to get people seconded into roles. Potential risk.</li> <li>• Training resource for Housing not identified at present.</li> </ul>