

# **Equality Impact Assessment (EIA)**

Customer Service Information System

**Equality impact, needs and requirements assessment form**

Please use this form to record your findings, proposed actions, equality objectives and targets. Use the guidance notes to help you do the assessment or contact the Equality Standard Project Manager if you need some advice

**About the policy, practice, service or function you are assessing**

Name of policy, practice, service or function: Customer Service Information System

Assessment team leader name: Andy Elliott

Department responsible: Resources and Housing

Service Area: Customer Service

Other members of assessment team:

<b>Name</b>	<b>Position</b>	<b>Area of expertise</b>	<b>Comments</b>
Andy Elliott	Customer Service Programme Manager	CSIS owner	
Alison Jones	IT Security Data Protection Officer	Data Protection	
Donna Croft	Derby Direct Coach	User/Trainer	
Chris Perry	Head of Insurance and External payments	Lead in Directorate	
Jessica Stafford	Customer Service Team Leader in Derby Direct	Team leader/ Interested party	

<b>Question</b>	<b>Response/ findings</b>
<p>What are the main aims and objectives or purpose of the policy, practice, service or function that you are assessing?</p>	<p>The CSIS system is a customer relationship management system that holds information on customers in order to assist in delivering an improved level of service between the front and back office and the service and the customer. The system records data on customers in a secure area and allows this data to be transferred onto electronic forms which are passed across to the back office and pushed into their IT system in order to deliver effective and efficient services to customers.</p>
<p>Who implements, carries out or delivers the policy, practice, service or function? Please state where this is more than one person, team, department, or body – and include any outside organisations who deliver under procurement arrangements</p>	<p>The service is delivered from within Derby Direct – the Council Contact Centre – based in the Council House. The Generic Customer Service Team currently use the CSIS system, this team is set to expand over the next 2 years as more services joining Derby Direct. The Streetcare Service, who are already situated in Derby Direct, are due to start using CSIS from February 2007.</p>
<b>Question</b>	<b>Response/ findings</b>
<p>Who is affected by the policy, practice, service or function, or by how it is delivered? Such as, who are the external and internal customers, groups, or communities?</p>	<p>The CSIS system is used to deliver the Pest Control, Dog Warden, Abandoned Vehicle Service, Neat, ASB and Streetcare service to customers who ring up or visit the main reception in the council house.</p>

<p>What outcomes do we want to achieve, why and for whom? For example, what do you want to be providing, how well, what changes or improvements, and what should the benefits be for customers, groups or communities?</p>	<p>The use of the CSIS system aims to deliver:</p> <ul style="list-style-type: none"> <li>• A more efficient service than was delivered previously</li> <li>• Better customer service – more centralised service, numerous services can be covered by just one phone number. As a result of this the customer will not have to be transferred between services so access channels will be improved.</li> <li>• Information is held in one place (Knowledge base) which will eventually be available to all Derby City Council employees who have intranet access.</li> </ul>
<p><b>Question</b></p>	<p><b>Response/ findings</b></p>
<p>What existing or previous inspections of the policy, practice, service or function are there? For example, Best Value Inspections, policy reviews, research into the effects of a policy or practice.</p> <p>What did they tell you?</p>	<p>None undertaken as the service has only been in place since September 2005</p>
<p><b>Identifying potential equality issues and factors</b></p>	
<p><b>Question</b></p>	<p><b>Response/ findings</b></p>

<p>What do you already know about the equality impact or need? For example, from research, feedback, consultation or any performance monitoring</p>	<p>The feedback from customers about the service has been positive. No comments have been received regarding equality issues.</p>
<p><b>Question</b></p> <p>Is there any evidence of higher or lower take up under the policy or practice, or of the service or function for any particular groups? For example, who uses the service, who doesn't and why not?</p>	<p><b>Response/ findings</b></p> <p>The CSIS has allowed more customers to access the service. No customer groups appear to have been disadvantaged by this change. The team take a large proportion of calls from all areas of the city and lots of different customer groups for example customers in receipt of benefits and customers from the priority neighbourhoods.</p> <p>By moving services into Derby Direct and then using the CSIS and telephony systems, we have made the services more accessible to customers eliminating the difficulty customers had in getting through to speak to the relevant person.</p>

<p>Have there been any important demographic changes or trends locally? For example is the population changing, and if so, how and what might that mean for the service or function?</p>	<p>The demographic profile of the city is changing. Larger numbers of asylum seekers are entering the city from different areas of the world including the Balkan Republics, the Middle East and Eastern Europe. This change has an impact on all Council Services not just those using CSIS. Translation services are available to the staff that deal with calls using CSIS (E.g. Language line). The CSIS team have better access to on site translators based in the Council House, than they did when based at Celtic House.</p>
<p><b>Question</b></p>	<p><b>Response/ findings</b></p>
<p>Is there an indication that any of the policies or practices involved with the service or function creates particular problems or difficulties for any groups of customers or communities?</p>	<p>No</p>
<p>What information or data exists? For example, statistics, customer feedback, complaints, research, monitoring – who keeps it and can you get hold of it?</p>	<p>The Pest Control service sends out satisfaction surveys to a random sample of customers each month. This information is recorded by the Head of Service and kept at Celtic House.</p> <p>Customers also have access to 'Have your say on our service' forms. These can be accessed and submitted electronically via our website or can be completed by hand and posted in. these forms are kept in Derby Direct for the services we deliver.</p> <p>Phone system statistical data, is also held in Derby Direct. The phone system has the ability to record calls for staff development and training purposes, these calls are only used for this purpose and then deleted.</p>
<p><b>Question</b></p>	<p><b>Response/ findings</b></p>

<p>Does any equality or diversity objectives already exist? If so, what are they and what is current performance like against them?</p>	<p>The equality and diversity objectives that exist for the service are the same as the corporate objectives. It appears that the service does not discriminate against any of the 6 equality strands; however, no specific focus or measure has been placed on looking into this.</p>
<p>Is the service having a positive or negative effect on particular people in the community, or particular groups or communities?</p>	<p>The CSIS has allowed more customers to access the service. No customer groups appear to have been disadvantaged by this change. The team take a large proportion of calls from all areas of the city and lots of different customer groups for example customers in receipt of benefits and customers from the priority neighbourhoods.</p> <p>By moving services into Derby Direct and then using the CSIS and telephony systems, we have made the services more accessible to customers eliminating the difficulty customers had in getting through when the service was based at Celtic House.</p>

## Collecting the information and data about how the policy, practice, service or function, impacts on communities

Please record your information and data in this table and think about:

what information or data you will need  
 using both quantitative and qualitative data  
 making sure that where possible there is information that allows all perspectives to be considered  
 identifying any gaps in the information/ data and what it can tell you

Data or information	When and how was it collected?	Where is it from?	What does it tell you? You need to consider all six equality strands where you can	Gaps in information
Customer feedback and complaints	By service via post and electronically	Direct from customers	It asks customers to comment on the service they have received – the form gives the customer the opportunity to add their own comments	
Consultation and community involvement	None taken place		CSIS is a way to improve an existing service, the impact to the customer the improvement. This has been proven by the calls received so far.	



<p>Performance information including Best Value</p>	<p>The CSIS team are measured against the customer service standards and against other services in Derby Direct</p>	<p>This information is captured in the telephony network of the Contact Centre – it can give structured MI about all aspects of a call from a customer.</p>	<p>The information available are hard figures about the call or performance against the CS standards – it does not have any bearing on the 6 equality strands</p>	
<p>Take up and usage data</p>	<p>The CSIS system records data on the name and address of all customers who have called and requested a service</p>	<p>Customers who request the service</p>	<p>The CSIS system does not record equalities information. The only equalities information that would be held against a customer record would be information about a customer that would assist in delivering a service to them – for example hard of hearing with poor mobility, please knock loud and wait for them to answer</p>	<p>No equalities information is recorded in CSIS</p>

Comparative information or data where no local information	Other services have customer databases	From electoral role or collected by the service from customers	For data protection reasons this information is not accessible. The electoral role is accessible but does not contain equalities related information	Don't know
Census, national or regional statistics	By Central Government	Last collected in 2001	Don't know	Don't know
Access audits or assessments such as DDA assessments	The CSIS system is used by customers calling in by telephone. It is based in the Council House which is accessible and is open to access audits/ assessments and DDA assessments	Held corporately by Estates Department	Don't know	Don't know
Workforce profile	Current	HR	Our workforce is mixed but mainly female and is representative of different ethnic groups and includes a disabled person.	None apparent

Where service delivered under procurement arrangements – workforce profile for deliverers	Not Applicable			
Monitoring and scrutiny outcomes	None collected	Not applicable	Andy presented the CSIS to the management and scrutiny committee in 2006 – There were no negative or contradictory feedback from the group.	Don't know

## Analysing the information and data and setting equality objectives and targets

Please give your detailed findings in this table

Service or function	Policy or practice	Findings	Which groups are affected and how	Whose needs are not being met and how?
CSIS	Part of the Council's Customer Service Strategy and Derby Direct Strategy	CSIS is used to deliver these strategies effectively by centralising information and delivering a constant level of customer service.	All citizens of Derby can access the service.	

## Objectives - process, impact or outcome based

Please give your proposed objectives/ targets in this table

<b>Objective/Target:</b>	Make access to information easier by locating it in one central point (the CSIS knowledge base)
Specific	Information is stored using Share point and presented in a uniformed manner
Measurable	Correct information is on the system and updated regularly
Achievable	Back office teams 'own' the information in the information in the knowledge base
Relevant	As services move into Derby Direct more information will need to be added and available for use as soon as the service is relocated. This information must then be updated on an ongoing regular basis.
Timed	Ongoing

<b>Objective/Target:</b>	To provide access to the CSIS knowledge base for more Derby City Council Staff
Specific	To make the knowledge base available via a web link to derby net.
Measurable	Any user in Derby City Council can access and use the knowledge base
Achievable	Once new CSIS goes live this will be available
Relevant	More customers will be able to receive answers to their queries at first point of contact
Timed	By late Summer 2007

## Monitoring and reviewing - incorporating into performance management

Please summarise your objectives and targets in this table with your proposed monitoring and reporting arrangements

Objective	Planned action	Target performance			Responsible lead officer	Reporting cycle, for example, quarterly
		2005/6	2006/7	2007/8		
<i>Make access to information easier by locating it in one central point (the CSIS knowledge base)</i>	<i>Information goes into the knowledge base as services move into Derby Direct</i>	<i>Pest control, dog warden,, abandoned vehicles, NEAT, antisocial behaviour</i>	<i>5 more services planned to join Derby Direct</i>	<i>5 more services planned to join Derby Direct</i>	<i>Andy Elliott</i>	<i>Annually</i>
<i>To provide access to the CSIS knowledge base for more Derby City Council Staff</i>	<i>Develop link to CSIS 'guest user view' for knowledge base items only.</i>	-	<i>By year end link is available to all staff with internet access</i>	-	<i>Jason Gruber</i>	<i>Annually</i>