

## Equality Impact Assessment (EIA): Desktop Screening – Call Routing strategy

Part One: basic information needed to identify the policy and prepare for screening

1.1	Directorate and Section/Unit	Worcestershire Hub Shared Service
1.2	Title or brief description of the policy being screened.	<b>WHSS Call Routing Strategy</b>
1.3	Screening by:	Sharon Ryder
1.4	Date of screening	30.07.2010
1.5	Related policies/functions:	<i>WHSS Telephone Numbering Policy</i>
1.6	To which section of the Directorate or Corporate "business/service plan" does this relate?	<i>Worcestershire Hub Contact Centre</i>
1.7	Is this a new or existing policy?	<i>New</i>
1.8	What is the policy trying to achieve?	<b><i>Define the way in which customers can access services via the telephone so that the strategic objectives are achieved.</i></b>
1.9	What are the planned outcomes for this policy?	<p>The Contact Centre model needs to provide for the following objectives that have been grouped under Performance, Partners and Personalisation. These objectives were agreed by the WHSS Management Board – June 2010.</p> <p><b>Performance</b></p> <ul style="list-style-type: none"> <li>➤ Management of customer demand. To enable the contact centre to be in a position to understand and manage the incoming demand to cope with service changes, seasonal and known peaks in demand, making efficient and effective use of resources.</li> <li>➤ Efficient and effective induction, training and subsequent</li> </ul>

		<p>“up skilling” of customer service staff – where on occasions there is a need to do this very quickly</p> <ul style="list-style-type: none"><li>➤ Efficient and effective communications with customer service staff</li><li>➤ Increased take-up / use of self-service options</li><li>➤ Flexibility to have smaller, specialist resources dealing with certain calls if required.</li><li>➤ Development of close working relationships with the service areas, providing support and confidence to customer service staff.</li><li>➤ “Protection” of performance in certain areas from demand fluctuations in other areas.</li><li>➤ Improvement in customer service by having information available by service type, e.g. avoidable contact, volumes, peaks and troughs, call patterns....</li><li>➤ Effective forecasting and workforce planning</li></ul> <p><b>Partner Identity</b></p> <ul style="list-style-type: none"><li>➤ Identity of partner authorities to be visible.</li><li>➤ Efficient and effective publication telephone numbers such that customers know how to access services by phone.</li></ul> <p><b>Personalisation</b></p> <ul style="list-style-type: none"><li>➤ Personalisation of the service, tailoring it to the needs of the customer. The solution needs to enable the proactive</li></ul>
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		<p>joining up of services that will benefit customers, e.g. Registration and Benefits services.</p> <ul style="list-style-type: none"> <li>➤ Calls to be answered by someone with the appropriate knowledge, skills and with access to the right tools and information to deal with their enquiry.</li> <li>➤ Personalisation of the service, tailoring it to the needs of the particular service. The solution needs to enable important, up to date information to be made available to customers at the point of contact, e.g. changes to refuse collections during adverse weather conditions.</li> </ul>
1.10	Who will benefit from the policy? How will they benefit?	<i>This policy will benefit all customers accessing Malvern Hills District Council, Worcester City Council and Worcestershire County Council Services</i>
1.11	Who is formally responsible for the <b>delivery</b> of this policy? If different, who is responsible for <b>leading</b> on the delivery?	Rachel Hill, Head of Service, Worcestershire Hub Shared Service
1.12	What (if any) are the key priorities within this policy?	<b>All of the objectives detailed in section 1.9</b>
1.13	What (if any) previous consultation has been done on this policy? Who was consulted and when?	<p>Our Customer Consultation, completed Jan 2010. The survey was conducted using online, paper and telephone methods. It was available online via the seven local authority websites from 11 – 29 January 2010 and from Worcestershire Hub customer service centres from 15 – 29 January 2010.</p> <p>It was also posted out to 1000 residents across Worcestershire from 15 – 29 January 2010 and a further 500 residents were contacted by telephone from 27 January – 3 February 2010 to complete the survey.</p>

		<p>QRS Market Research Ltd conducted the telephone interviews with 504 respondents and provided a summary of the results. There were 443 respondents to the paper survey (postal results and centre-completed surveys) and 238 respondents to the online survey.</p> <p>An external data inputting company were used to collate the paper survey results. The Research and Intelligence Unit within Worcestershire County Council provided the analysis of the results from the paper surveys and the online survey.</p> <p>This showed that:</p> <ul style="list-style-type: none"> <li>➤ 80% of people feel it is important to have a single point of contact for all council services.</li> <li>➤ Most of contacts are currently done using the telephone.</li> <li>➤ The method of contact is primarily chosen because it is convenient to people.</li> <li>➤ Over 95% of people told us it is important to contact us once and be confident we will deal with their enquiry to their satisfaction.</li> <li>➤ Over 70% of people are happy to use simple telephone menus to access information more quickly</li> <li>➤ Over 60% are happy to share information about them to enable us to provide a better service.</li> </ul>
1.14	Is equality monitoring in place for this policy?	If monitoring is in place, data could be used to inform the EIA process.

Part Two: this is the test to see if further action is required. For the purpose of this exercise concentrate on the impact on people of differing age, gender, disability, race/ethnicity, religion or belief and sexual orientation.

		Y	N	Notes
2.1	Is there any way in which the policy is directly discriminatory or in breach of the County Council's Equality and Diversity Policy?		N	
2.2	Are there any barriers to people from minority groups getting the full benefit of this policy which have not been resolved as part of the policy?		N	
2.3	Are there any other ways the policy could unintentionally deliver poorer quality outcomes for individuals because they belong to a minority group or groups?(they may belong to more than one)		N	
2.4	Could minority groups reasonably believe they would be likely to get poorer benefits from the policy?		N	
2.5	In what ways could this policy make a positive contribution to equality or to relations between groups?			<i>By evaluating the different methods for contacting services it has been determined that by implementing the recommended call routing strategy that no-one will be adversely impacted. The recommended option to implement a range of service and authority based contact numbers that services will be accessible to everyone.</i>

If the answer to questions 2.1 to 2.4 is yes or "could be yes" then you **must** take action. If the issue is straightforward then remedy this **now** so the answer changes to no. If it cannot be remedied now or there are outstanding issues you must continue on to a full

EIA. Where you have decided a full EIA is not required but have identified actions which must be taken then please record these below:

Specific Action	How will you know when this is completed?	Resources/cost	Person Responsible	Completion date