

**CUSTOMER FIRST CONTACT CENTRE –  
RECRUITMENT & RETENTION STRATEGY  
(Report by the Overview and Scrutiny Panel (Service Delivery and  
Resources))**

**1. PURPOSE**

- 1.1 The purpose of this report is to acquaint Executive Councillors with the deliberations of the Overview and Scrutiny Panel (Service Delivery and Resources) on the Customer First Contact Centre – Recruitment and Retention Strategy.

**2. THE STRATEGY**


- 2.1 At their meeting held on 2nd March 2004, the Overview and Scrutiny Panel (Service Delivery and Resources) requested sight of the Customer First Contact Centre – Recruitment and Retention Strategy prior to its submission to the Cabinet. A Report subsequently was submitted to the Panel on 4th May 2004. In attendance was the Executive Councillor with responsibility for Resources, Welfare and Information Technology, Councillor L M Simpson.
- 2.2 The Panel discussed a range of matters concerning the Contact Centre. In expressing their concern at the proposed staffing structure Members queried the management arrangements and, in particular, what they perceived to be a high number of Officers in management positions overseeing a relatively small number of employees.
- 2.3 With regard to the operation of the Contact Centre the Panel recommended that to give the Council the flexibility to extend its opening hours to meet the needs of the service the contracts of employment of post holders should include a clause stating that the shift structure could be changed.
- 2.4.1 The Panel also discussed the operation of the Contact Centre more generally. Members were of the opinion that the term "Contact Centre" implied that personal visits could be made by members of the public to Speke House, St Ives. In order to prevent confusion it was suggested that the term "Call Centre" should be adopted.

**3. CONCLUSION**

- 3.1 Subject to the comments outlined above the Panel endorsed the Customer First Contact Centre – Recruitment and Retention Strategy for adoption.

**BACKGROUND DOCUMENTS**

Minutes and Reports of the meeting of the Overview and Scrutiny Panel (Service Delivery and Resources) held on 4th May 2004

**Contact Officer: Mr A Roberts, Democratic Services**  
 **01480 388009**

