

**REQUEST FOR THE FURTHER RELEASE OF FUNDING FOR THE  
CUSTOMER FIRST PROGRAMME & ASSOCIATED DELEGATED AUTHORITY**

**(Report by the Director of Commerce & Technology)**

**1. PURPOSE**

1.1 The purpose of this paper is to request the:

- Release (2<sup>1</sup>) of Capital Funding for the hardware and software required to link to Cambridgeshire Direct (see Annex);
- Delegation of authority to issue a letter of intent to the County Council;
- Delegation of authority to sign a contract with County to provide implementation & managed services.

**2. BACKGROUND**

2.1 Cabinet approved the Customer First Programme on 26<sup>th</sup> June 2003. Subsequently the following releases of funding have been approved by Cabinet:

- 4-Mar-04: Development of Call Centre, website & GIS/LLPG
- 15-Jul-04: Revenue Spending for the lease of Speke House (Release 1)
- 27-May-04: Appointment of the Contact Centre Management and support staff (Release 3)
- 27-May-04: Appointment of Contact Centre Agents (Release 4)

Beyond the release now requested there will be a 5<sup>th</sup> and final release for the development of the **Customer Service Centre**.

2.2 Cabinet has also approved (15-Jul-04) that the Director of Central Services, after consultation with the Executive Councillor for Resources, Welfare and IT, be authorised to approve the terms of the lease for Speke House.

**3. INFORMATION**

3.1 The Customer First Project Team have progressed the specification of the hardware and software necessary to provide the Call Centre infrastructure. Negotiations have been held with County (the prime contractor) and their sub-contractor SX3. We have received final quotations for sufficient elements of the Programme to allow us to proceed towards a contract which will provide both implementation services and an ongoing managed service once the Call Centre goes live, within the budget approved by Council as part of the Medium-Term Plan.

3.2 A key element of the software infrastructure is the CRM (Customer Relationship Management) system. With County, South Cambridgeshire and now Huntingdonshire all implementing the same CRM software, it is more economic for the partners to purchase an Enterprise CRM license which provides significant savings for the partners when compared against individual CRM licenses.

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<sup>1</sup> refers to Release numbers in Forward Plan

3.3 The County has asked the Council to provide a letter of intent in lieu of the main contract to allow them to take advantage of a time-limited offer from the suppliers of the CRM software.

#### 4. RECOMMENDATIONS

4.1 It is recommended that Cabinet:

- a) Release Capital Funding for the hardware and software required to link to Cambridgeshire Direct (see Annex);
- b) Authorise the Director of Commerce & Technology, after consultation with the Executive Member for Resources, Welfare and IT, to issue a letter of intent to County;
- c) Authorise the Director of Commerce & Technology, after consultation with the Executive Member for Resources, Welfare and IT, to sign a contract with County for the provision of Call Centre implementation and managed services within the approved budget.

#### **Background papers**

Customer Service Strategy (June 2003)

Cabinet papers and minutes relating to previous releases of Customer First funding (4<sup>th</sup> Mar 2004, 27<sup>th</sup> May 2004 & 15<sup>th</sup> July 2004).

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**Scheme Number**  
**Scheme Name as per MTP: Customer First Programme**  
**Project Officer: David Oliver/Chris Hall**

**Financial Impact**

|   | Net Revenue Impact |               |               |               |               |               | Net Capital   |               |               |               |               |               |
|---|--------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|   | 2003/<br>2004      | 2004/<br>2005 | 2005/<br>2006 | 2006/<br>2007 | 2007/<br>2008 | 2008/<br>2009 | 2003/<br>2004 | 2004/<br>2005 | 2005/<br>2006 | 2006/<br>2007 | 2007/<br>2008 | 2008/<br>2009 |
|   | £000               | £000          | £000          | £000          | £000          | £000          | £000          | £000          | £000          | £000          | £000          | £000          |
| <b>Approved Budget</b>  | 38                 | 442           | 729           | 764           | 826           | 827           | 546           | 1180          | 814           | 206           | 65            |               |
| Already<br>Committed (before<br>4-Mar-04 Cabinet)                         | 29                 | 180           | 181           | 153           | 153           | 153           | 498           | 70            |               |               |               |               |
| Release 1:<br>Development of<br>Call Centre                               | 8                  | 36            | 72            | 85            | 85            | 85            |               | 402           |               |               |               |               |
| Releases 3 & 4:<br>Call Centre<br>staffing                                |                    | 155           | 297           | 297           | 297           | 297           |               |               |               |               |               |               |
| <b>Not Yet Required</b><br>Release 5:<br>Customer Service<br>Centre (CSC) |                    |               |               | 21            | 76            | 76            |               |               |               | 82            |               |               |
| <b>Amount for<br/>which release<br/>now requested</b>                     | 1                  | 71            | 179           | 208           | 215           | 216           | 48            | 708           | 814           | 124           | 65            |               |