

REPORT TO	DATE OF MEETING
Cabinet	11 January 2017

Report template revised June 2008



SUBJECT	PORTFOLIO	AUTHOR	ITEM
Firmstep Renewal	Corporate Support & Assets	John Healey	

SUMMARY AND LINK TO CORPORATE PRIORITIES

South Ribble Borough Council currently utilises a cloud based Customer Relationship Management (CRM) solution from Firmstep.

The product is used as the key platform for our Website, CRM solution, customer account management, mobile work solution and a back office system as well as our on-line Self-Serve platform ensuring that the Council remains effective and efficient now and in the future

RECOMMENDATIONS

It is recommended to continue to use the Firmstep product to provide the Councils CRM and Website solution.

DETAILS AND REASONING

The current CRM and Website solution is provided by Firmstep – the product, as well as providing our Website, is essentially a forms based package allowing customers to contact the council using a variety of channels either on-line, on the phone or via the Gateway Reception. It is also used as a back office system for Neighbourhood Services.

Over the seven years that the Firmstep product has been in use there has been considerable development effort completed to ensure a variety of service requests are available. Service requests for waste enquires (which integrates with the FCC CRM), littering, parks and fly posting (to name just a few) have been developed in house and are tailored to our systems. The questions asked, change according to customer responses and the full request is tracked from the initial query to the final closure.

The requests can be raised on-line, over the phone or at reception using a single Customer account. The Self-Service provision allows customers to contact the council and raise issues on-line – we currently have 13658 self-service accounts active.

Recent new developments in the Firmstep platform have enabled job allocation to be delivered via a mobile app allowing mobile enforcement (currently under test) and requests to be directly pushed out to Neighbourhood officer's mobile devices meaning the staff no longer need to return to base to receive their next job.

Over the seven years that the Firmstep product has been in place it has achieved:

- 1) Delivery of over 150 services via the Front Office or Telephone (the full list of available services is available in the Appendix)

- 2) On-line self-serve available with over 70 service request available on line
- 3) Nearly 14000 active self-serve accounts
- 4) Achieved savings of over £200,000 when compared to the old technology as well as removing the need for housing and pest control products
- 5) Integration with FCC in-cab technology allowing real time waste reporting
- 6) A total of 727,500 completed service requests in the 6 years that Firmstep has been in use
- 7) Nearly 500 jobs delivered to the recently launched (August 2016) via the mobile app

It is intended to further utilise Firmstep to migrate more services to the Gateway front office and to the on-line self-service platform ensuring fast and efficient resolution of customer contact, encouraging channel shift and improving the customer experience.

The current full list of services available via the Firmstep Platform can be seen in the attached appendix along with a description and if they are available in Gateway, over the phone on on-line (self-serve).

WIDER IMPLICATIONS

In the preparation of this report, consideration has been given to the impact of its proposals in all the areas listed below, and the table shows any implications in respect of each of these. The risk assessment which has been carried out forms part of the background papers to the report.

FINANCIAL	None		
LEGAL	None		
RISK	None		
THE IMPACT ON EQUALITY	There are no equality issues arising from this report.		
OTHER (see below)			

BACKGROUND DOCUMENTS

Services offered by the Firmstep Platform