

London Borough of Barnet,
2 Bristol Avenue, Colindale,
London NW9 4EW
11 November 2021
Our ref: 7788448

Thank you for your request received on 4 November 2021, for the following information:

CRM Technology

I am writing to make an open government request for all the information to which I am entitled under the Freedom of Information Act 2000. I would like the above information to be sent to me electronically. Thank you for your time.

We have processed this request under the Freedom of Information Act 2000.

Response

The council holds the information requested and the answers to your questions are below

CRM Technology

I am writing to make an open government request for all the information to which I am entitled under the Freedom of Information Act 2000. I would like the above information to be sent to me electronically. Thank you for your time.

1 Does your authority use CRM technology to help to deliver services?

Yes

Q2 IF YES, please answer the following additional questions:

Q3 Can you confirm what channels of service delivery are supported (e.g. telephone contact, on-line self-serve delivery, face to face service delivery)

Phone and on-line

Q4 What CRM technology do you use? If you do not have a single CRM solution, please list the technologies that you use to provide customer/case management for telephone contact and on-line self service delivery)

Lagan

Q5 What is the annual cost of your CRM solution/solution components (listed separately)? -

This is provided by Capita as part of the outsourced solution. The details of the contract are available at:

<https://open.barnet.gov.uk/dataset/customer-and-support-group-csg-contract>

Q6 How many users are included in your CRM costs?

This is provided by Capita as part of the outsourced solution. The details of the contract are available at:

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Q7 What other technology solutions are used to deliver services? (e.g. booking, paying, outbound communication etc.)

Capita One Digital and Pay360

APIs

Q9 What roles (and how many of each) do you have within your IT team to build services within the CRM (and beyond where you use integration)?

This is provided by Capita as part of the outsourced solution. The details of the contract are available at:

<https://open.barnet.gov.uk/dataset/customer-and-support-group-csg-contract>

Q10 What roles (and how many of each) do you have within your Customer Services team to support building and improving CRM processes?

This is provided as part of the outsourced solution.

Q11 What roles (and how many of each) do you have within your Transformation/Change team to support building and improving CRM processes?

This is supported by the outsourcing contract and resources are flexible to meet any demand

Q12 As a percentage of total organisational transactions, what percentage of transactions are completed on-line/self service?

This question is too broad to be answered easily. Different pieces of work about this are taking place. There is a significant shift to the use of online forms by customers and a reduction in telephone transactions but this is a complex question covering a huge range of transactions..

Q13 Do you have any plans to change your CRM solution(s) in the next 18 months/2 years?

No

Q14 What technology do you use for your corporate Website?

Drupal and AWS

Q15 Please provide the name and contact details for your Head of ICT (or equivalent) and Head of Customer Services (or equivalent)

Barry May

Further information

If you are interested in the data that the council holds you may wish to visit Open Barnet, the council's data portal. This brings together all our published datasets and other information of interest on one searchable database for anyone, anywhere to access. <http://open.barnet.gov.uk/>

Advice and Assistance : Direct Marketing

If you are a company that intends to use the names and contact details of council officers (or other officers) provided in this response for direct marketing, you need to be registered with the Information Commissioner to process personal data for this purpose. You must also check that the individual (whom you wish to contact for direct marketing purposes) is not registered with one of the Preference Services to prevent Direct Marketing. If they are you must adhere to this preference.

You must also ensure you comply with the Privacy Electronic and Communications Regulations (PECR). For more information follow this Link www.ico.org.uk

For the avoidance of doubt the provision of council (and other) officer names and contact details under FOI does not give consent to receive direct marketing via any media and expressly does not constitute a 'soft opt-in' under PECR.

Your rights

If you are unhappy with the way your request for information has been handled, you can request a review within the next 40 working days by writing to the Information Management Team at: foi@barnet.gov.uk. Or by post to Records & Information Management Service, Assurance Group, London Borough of Barnet, 2 Bristol Avenue, Colindale, NW9 4EW

If, having exhausted our review procedure, you remain dissatisfied with the handling of your request or complaint, you will have a right to appeal to the Information Commissioner at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF (telephone: 0303 123 1113; website www.ico.org.uk). There is no charge for making an appeal.