Customer Service Centre Gateway Project PROJECT RISK ASSESSMENT

Annex A January 2013

Key to at	bbreviations:								
FIMR	Financial; Infrastructure; Market; Reputation	CRM	Customer Relationship Management System						
TTTT	Tolerate, Treat, Transfer or Terminate Risk	CMT	Corporate Management Team						
GM	Group Manager	CSU	Customer Service Unit						
AD	Assistant Director	CSC	Customer Service Centre						
СМ	Contract Manager (To be appointed)	ITT	Invitation to Tender						
SD Plan									

	<u>Risk</u>	<u>Consequence</u>	<u>Н.</u> М L	<u>Catego</u> <u>ry</u> (FIMR)	Who	<u>11111</u>	<u>Controls / Actions</u>
	Financial/Economi	c Risks					
1	CSU unable to make required savings if kept in house	 Council budget not balanced Efficiencies and modernization not realised Reduced service to customers 	M	Financi al	GM	Treat	 CSU Service Delivery Plan 2013 - 2017 (SD Plan) identifies strategy for achieving savings Channel shift strategy allows savings to be realised through more customer interaction being undertaken via less expensive channels
2	Tender Proposal is outside budget provision	In House operation and project delivery remains most cost effective	М	Financi al	AD	Toler ate	 SD Plan used to develop service 2013 – 2017 Winning bid recommendation meets financial criteria
3	Costs associated with a legal challenge following non-award of contract	Financial strain on Council funds	L	Financi al	AD	Toler ate	Evaluation criteria clear in ITT and robust evaluation process adhered to in line with criteria. Cabinet report recommendation will be based on the outcome of the evaluation process.

	<u>Risk</u>	<u>Consequence</u>	H	<u>Catego</u> ry	<u>Wh</u>		Controls / Actions
			M L	<u>(FIMR)</u>	<u>o</u>		
4	Unsuccessful bidders look to reclaim costs of their bids	Financial loss	L	Financi al	AD	Toler ate	 ITT criteria clear Contract conditions well specified Process managed by multi disciplinary group External legal advice taken in development of process
5	Private provider goes bankrupt	 Loss of service Lack of business continuity capacity to manage service internally 	M	Financi al	AD	Treat	 Financial evaluation undertaken by procurement team Business continuity covered in evaluation criteria
6	Risk of escalating costs due to unplanned events/inhouse areas/ back office failures.	 No change in service behaviours Financial penalties 	H	Financi al	AD	Treat	Avoidable Contact programme being developed
7	At VFM review outsource partner requests substantial increase in fees	 Negative impact on Council resources Budgetary pressures 	Н	Financi al	СМ	Term inate	Negotiation at VfM Review in year 3
8	Outsource partners costs are more than expected	 Negative impact on Council resources Budgetary pressures 	Н	Financi al	AD	Term inate	Do not award
9	Tender is not priced properly as services not fully specified in Tender	Contract renegotiationAdditional costs	H	Financi al	AD	Treat	Evaluation
10	Redundancy pay out within 1 st year of contract due to channel shift	Council incurs high redundancy costs	Н	Financi al	AD	Toler ate	Considered within the financial comparison work undertaken
11	Not providing Value for Money - not clear how services will be affected by legislative changes. EG. Universal Credit etc	 Best Value not obtained by the Council Financial targets not met 	H	Financi al	AD	Toler ate	 Legislative change included in the evaluation criteria Arrangements for payments to contractor included in Contract Governance board will manage service changes

	<u>Risk</u>	<u>Consequence</u>	<u>Н</u> М L	<u>Catego</u> <u>ry</u> (FIMR)	<u>Wh</u> 0	<u> </u>	<u>Controls / Actions</u>
12	DBC will pay for providers profit through giving expert advice from back office services – there is no provision for surcharges back to the provider	Best value not achieved through Council contract	М	Financ e		Treat	 Service agreements in place from January 2013 Governance board will manage changes to the service
13	Effect of introducing Universal Credit/losing housing repairs calls is more significant than expected	Outsource partner requests contract renegotiation	М	Financ e	AD	Treat	 Cost model not based on number of calls Detailed response required on subject as part of ITT
	Service Delivery Ri	<u>sks</u>					
14	If outsourcing fails, the Council will lose opportunity to have a CRM	 Reduction in potential efficiencies in CSU Customer Service deteriorates Insight and improvement opportunities are limited 	М	l/struct ure	GM	Treat	 SD Plan identifies CRM requirement for service improvement and included in future strategic plan Provisional Capital Strategy bid submitted
15	If provider fails and contract is terminated, could lose info. on CRM	 A need to ensure access to CRM and period to invest in new CRM 	М	Infrastr ucture	GM	Treat	To be included in contract negotiations to ensure no loss of information
16	CSU unable to make required improvements	Customer service deterioratesEfficiencies not realizedBudget not balanced	М	I/Struct ure and Financ e	GM /C M	Toler ate	 SD Plan identifies required improvements Channel shift strategy identified PMF established for external contractor
17	Service becomes Hemel Centric if services removed or reduced	 Services at Berkhamsted and Tring are reduced Some residents become socially excluded Possible Equality issues 	М	Reputat ion and Infra- structur e	GM	Toler ate	 Equality impact Assessment undertaken Assisted self-serve options available in SD Plan and included in ITT Communications plan explains service changes Tailored options developed to reduce social exclusion issues

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	<u>Risk</u>	<u>Consequence</u>	<u>Н</u> М L	<u>Catego</u> <u>ry</u> (FIMR)	<u>Wh</u> 0	TTTT	Controls / Actions
18	Inability to provide service for other public services due to being outsourced – preventing achievement of PSQ vision	 Less potential to make savings across public sector orgs Less opportunity for co-operation Less comprehensive service to local community Less capacity for cost sharing 	H	Infrastr ucture / Financi al	AD	Toler ate	 Separate negotiation / tendering exercise to be undertaken with other public sector organisations as part of the PSQ project, if relevant
19	Welfare Reforms and Changes to local Housing Allowance creates additional calls/face to face customers	 Face to face and call volumes increase and performance fails Cost of service increases Contract renegotiation 	Н	Infrastr ucture /Reputa tion / finance	AD	Tran sfer / treat	 Performance Management Framework Contract Terms and Conditions PID developed for Welfare Reform project
20	Universal Credit – central government gives green light changing how benefits are dealt with leading to potential increase/decrease in calls	 Face to face and call volumes increase/decrease and supplier may dispute figures Performance failure 	Н	Infrastr ucture/ Reputat ion / finance	AD	Toler ate	 Performance Management Framework Contract Terms and Conditions PID developed for Welfare Reform project
21	Outsourced service prioritises profit above service to the community	Customer service deteriorates	M	Reputat ion	СМ	Toler ate	 Contract management Performance Management Framework
22	Service Areas holding on to customer service administration activity	CSU unable to generate enough volume to make a justifiable operation	M	Financi al	CM T	Treat	 Robust strategic leadership from CMT Strong Service Level Agreements
23	Creating a culture in the new provider of passing calls to the back office to falsely improve performance whilst creating additional work in service areas	Transfer rates to back office service areas increases due to customers creating impacts on council officers	М	Financi al Infrastr ucture	СМ	Treat	 Contract Management Service Agreements

	Risk	Consequence		Catego	Wh		Controls / Actions
	NSK	Consequence	<u>M</u>	<u>ry</u> (FIMR)	<u>0</u>	<u></u>	<u>controls / Actions</u>
24	"Specialist" officers from other services are not based in the CSC.	 Reduced levels of customer service Increased 'back office' costs associated with avoidable contact Increased costs in CSU in wasteful transfers 	H	Reputat ion / financia I	GM	Tran sfer	 SD Plan includes current model of specialist advisers given space within HH CSC Negotiation with winning provider to be undertaken to provide this
25	If the service is not outsourced, no active management for common errors (eg payments getting lost for planning applications)	 Avoidable Contact not reduced Financial savings not made 	H	Reputat ion / financia I	GM	Treat	 Issues Log will manage 'system failure' to resolution Service Level Agreements in place from January 2013 will develop better issue resolution
	Political Risks						
26	Lack of Member support of decision	Lack of support for new arrangements	М	Infrastr ucture	AD	Treat	Cabinet and Performance BoardOSC papers
27	Opposition from trade unions	Withdrawal of support by staffIndustrial action by staff	М	Infrastr ucture	AD	Treat	 Regular fortnightly meetings with TU Regular staff meetings and communications
28	In-house improvement plan does not receive Member support	Key investments do not receive necessary funding	М	Financ e	AD	Toler ate	 SD Plan specifies investment required to provide service CS bids submitted and noted in Capital Progm
29	If kept in-house CSU does not get the investment (finance and human) to improve	 Customer service deteriorates Efficiencies not realised Budget not balanced 	Н	Financi al	AD	Toler ate	 Provisional Capital Strategy bids submitted SD Plan identifies required improvements

	Performance Risks							
30	Outsourced provider does not do what they said they would do	 Service Levels are poor Customer satisfaction reduces Council Transformation agenda not delivered 	L	Financ e/Reput ation	СМ	Treat	•	Performance Management Framework Contract between provider and Council includes non-performance criteria
	Risk	Consequence	Н	Catego	Wh	TTTT	Cc	ontrols / Actions
			M	<u>ry</u> (FIMR)	0			
31	Outsource partner does not run the operation to the level of service expected.	Poor customer servicePoor reputation	L	Financi al	СМ	Treat	•	Contract Management Performance Management Framework
32	PIs and targets drive behaviour of provider	 Customer Service deteriorates Public Service element and identity decreases 	М	Reputat ion	СМ	Toler ate	•	
33	Dip in performance in first 12 months due to implementation and providers reducing budgets (as requested)	Poor quality service for customers	H	Reputat ion	СМ	Toler ate	•	Performance Management Framework to manage this with financial penalties possible for continued poor performance
34	Outsourced provider does not improve performance	 Service levels are poor customer satisfaction reduces Customer experience is impacted 	L	Reputat ion	СМ	Treat	•	Performance Management Framework Contract between provider and Council includes non-performance criteria
35	Contractor brings in other external business and this has impact on performance ratings and quality of service	Reduced customer service	L	Reputat ion	СМ	Treat	•	Contract Management Performance Management
	Project Risks							
36	Preferred Bidder withdraws prior to Cabinet decision	Have to go to second bidder award	M	Rep't'n / fin/ Market	AD	Toler ate	•	Review of outsourcing arrangement via CMT and Performance Board
37	Bidders withdraw interest prior to ITT deadline	Reduced number of bidders, worst case 1 bidder left no competition	М	Reputat ion / Market	AD	Toler ate	•	Cabinet decision Review of outsourcing arrangement via CMT and

							Performance Board
38	Bidders ask for additional time to submit bids	Delay in awarding contract	L	Financ e Market	AD	Toler ate	Bids received by due date
	<u>Risk</u>	Consequence	H M L	<u>Catego</u> <u>ry</u> (FIMR)	<u>Wh</u> o	TTTT	Controls / Actions
39	Not evaluating the option for a third model for CSU – that of moving specialist advisors to services rather than CSU model – potential cost benefits not evaluated	 Possible loss of consideration of different options for management Cost savings not established 	L	Financ e / infrastr ucture	AD	Toler ate	 Cabinet decision to adopt this model for CSU Cabinet decision on how to proceed will resolve this approach
40	Risk not considering 3 rd option (as above) prevents sharing services made easier.	 Possible loss of consideration of different options for management Cost savings not established 	L	Financ e / infrastr ucture	AD	Toler ate	Cabinet decision to adopt this model for CSU
41	Council not ready or able to manage contract if outsourcing fails	 Poor customer service Performance reduction 	Η	Reputat ion	GM	Treat	 SD Planservice plan developed that details the service that will be delivered in event that outsourcing does not happen Revised Business Continuity Plan required to be developed
42	Unsuccessful bidders challenge contract award decision	 Award of contract delayed Compensation if proved failure in process 	L	Financ e / reputati on	AD	Toler ate	 ITT criteria clear Contract conditions well specified Process managed by multi disciplinary group External legal advice taken in development of process
43	Poor process as risk assessment was not completed at the beginning	 Waste of time and resource Threat of legal challenge as process was unclear 	L	Reputat ion	AD	Term inate	 Learning points from process captured for subsequent projects Generic contract conditions developed for future

	of the project						work
44	Risk that technology within retained organisation does not fit with investments in technology in CSU	 Mismatch in technology Poor customer service 	М	Infrastr ucture	AD	Treat	ICT strategy
	<u>Risk</u> Stoff/ Employees R	<u>Consequence</u>	H M L	<u>Catego</u> ry (FIMR)	<u>Wh</u> o		<u>Controls / Actions</u>
45	Staff/ Employees R Loss of staff in CSU (skills/knowledge) pre and post Cabinet decision	 Customer service reduced Recruitment needs add additional work onto managers Loss of local knowledge 	H	Infrastr ucture	GM	Toler ate	Communications strategyStaff Reference Group
46	Loss of staff productivity through disengagement /stress / loss of goodwill /turnover/ sickness	 High absenteeism Low morale Lack of engagement Poor customer service 	Η	Infrastr ucture	GM	Treat	 Staff Reference Group 'Dacorum Delivers' for staff information Fortnightly meetings with Unison Sickness Absence monitoring and management
47	Immediate loss of staff at time of outsource	Loss of skillsPoor performance	Н	Infrastr ucture	GM	Toler ate	Staff engagement through staff reference group / team meetings / communications
48	Staff may leave if service kept in house as disillusioned with Council.	Loss of skillsPoor performance	М	Infrastr ucture	GM	Treat	Staff engagement through staff reference group / team meetings / communications
49	Loss of staff engagement (desire to work for /represent local govt)	Poor customer servicePoor Council reputation	М	Infrastr ucture	GM	Treat /Tran sfer	Staff engagement through staff reference group / team meetings / communications
50	Loss of local jobs	Negative impact on local economy	М	Financi al	AD	Toler ate	 ITT covers potential for additional work to be brought to Dacorum to prevent redundancies ITT states Council's priority to local employment
51	Staff training/ development /expertise impacted if	Reduced quality service to	L	Infrastr ucture	GM	Treat	Location of CSU specified in ITT

	outsourced through weaker links with location	customers					 Evaluation will consider Call Centre location and local links Staff development considered as part of evaluation criteria
52	Separation of CSU into Call Centre and CSCs – structure – loss of jobs/Service delivery	 Reduced quality service to customers Lack of employment options Council strategy on local financial wellbeing and growth impacted 	М	Infrastr ucture	GM	Tran sfer / Toler ate	 Location of CSU specified in ITT Evaluation will consider Call Centre location and local links
	<u>Risk</u>	<u>Consequence</u>	H M L	<u>Catego</u> <u>ry</u> (FIMR)	<u>Wh</u> 0	<u>TTTT</u>	<u>Controls / Actions</u>
53	Telephone/f2f locations split – impact on service delivery (preventing multi skilling, cross training etc)	 Reduced quality service to customers Lack of employment options DBC strategy on financial wellbeing and growth impacts 	M	Infrastr ucture	GM	Tran sfer / Toler ate	 Location of CSU specified in ITT Evaluation will consider Call Centre location and local links
54	Housing Repairs contract reduces call volumes	Bidders may dispute volumes originally presented	L	Financ e	GM	Toler ate	Volumes checked and confirmed prior to ITT release
	Customer Related	<u>Risks</u>					
55	Berkhamsted and Tring Centre's lose reception for buildings and area	 Loss of service to local people Costs increase to develop 'reception' areas 	Н	Financ e	AD	Treat	• This is outside the scope of this project but needs to be considered as an effect of any changes at Berkhamsted and Tring
56	Customer perception of contact with speaking to a Council employee	Customers may become disengaged from their Council	L	Reputat ion	GM	Toler ate	 Council communications will need to be robust CSU staff and processes will need to have visible and audible 'cues' that relate to the Council
57	Reduction in customer satisfaction within the CSU	 Customers identify poor service in CSU causing a bad reputation for the Council 	L	Reputat ion	GM	Toler ate	 Performance Management Framework will help manage performance Council performance manage the contract
58	Reduction in customer satisfaction across the organisation through reduced customer insight	Poorly planned servicesFinancial savings missedPoor Reputation	L	Reputat ion / financia I	GM	Treat	 Development of Customer insight Strategy to be considered Development of Customer Insight performance measures to be considered

59	Lack of customer consultation in development of project (eg: does the customer prioritise being seen quickly over getting a comprehensive response with good quality info)	 Customers react to changes Customers do not support channel shift Customers want other options of interaction not included in project 	M	Reputat ion	GM	Toler ate	 Changes to service will have a clear communication strategy attached to encourage customers to be involved CSU operation and performance was consulted upon at 2012 Listening Days
	Risk	Consequence	H	<u>Catego</u>	<u>Wh</u>		Controls / Actions
			L	<u>ry</u> (FIMR)	<u>o</u>		
60	Risk that notes become less meaningful / more scripted	 Reduced capacity for staff to deliver service in best interests of customer Less job satisfaction 	L	Reputat ion / Infrastr ucture	GM	Toler ate	Performance Management Framework
61	Communications with customers impacted by adverse media	 Poor reputation Drop in performance	М	Reputat ion	AD	Treat	Communications plan in place prior to decision
62	Loss of control of links with – customer service/community/ insight		Н	Reputat ion	AD	Toler ate	 Performance Management Framework will be in place Customer Insight role will help develop better links with Customers
63	Outside organisations will lose free support provided by CSU (e.g. tourist information, foodbank, herts young homeless, Mitie)	 Reduced customer service Social welfare role reduced Disadvantaged communities become more isolated 	Н	Infrastr ucture	GM	Toler ate / Treat	 To be discussed during the 'mobilisation' period with the supplier if outsourced Levels of support identified within service SLA's

	Technological, Web Developr	nent and Channel Shift Risks						
64	Move to implement channel shift is not properly managed and customers cannot access the CSU as required	 Poor quality service for customers Channel shift does not occur Savings not realized 	H	Infrastr ucture	AD	Treat		Web improvement plan in place Web Strategy being developed
65	Web development does not achieve required improvements in service delivery	 Channel Shift not developed Contractor organization cannot achieve acceptable performance levels Poor service levels for customers Increased costs to Council 	H	Market / Reputat ion/Infr astruct ure/ Financi al	AD	Treat		Web improvement plan CSU Performance Management Framework
	<u>Risk</u>	Consequence	H M L	<u>Catego</u> <u>ry</u> (FIMR)	<u>Wh</u> 0	<u>TTTT</u>	Con	ntrols / Actions
66	Website is not enabled to take transactions leading to the ability for customers who wish to channel shift to on-line not being able to.	Phone calls and face to face visits do not reduce creating unnecessary costs in the front line service delivery operation	M	Infrastr ucture / Financ e / Reputat ion	AD	Treat	•	Website Improvement plan being developed
67	Non - adoption of CRM across the council impacts the business case	Leads to fragmented business intelligence and customer insight	М	Infrastr ucture	AD	Treat		Requirement from CMT to use Customer intelligence through CRM Organisational Transformation Working group
68	Lack of ownership e.g. liability of systems – particularly if ICT is also outsourced.	 Poor issue resolution Poor system integration Poor service to customers Financial savings not realized 	Н	Infrastr ucture	AD	Treat	•	Robust contract management required
69	In house – plans to improve the CSU via CRM are unsuccessful due to difficulty of integrating key systems	 Money is wasted on a system which does not fulfill its purpose 	M	Infrastr ucture	GM	Treat		SD Plan includes financial cost of researching and integrating the systems properly

70	Introduction of CRM is unsuccessful as system not used to full potential	 Information is not put to good use to inform policy system becomes a "white elephant" 	М	Infrstru cture	AD	Treat	Customer Insight strategy to be developed
71	Transformation Agenda/ Flexible and Remote working – provider does not adapt at same pace.	 Council does not achieve transformation as planned New ways of working not adopted 	L	Infrastr ucture / Reputat ion	AD	Toler ate	 Contained in the evaluation criteria – bids evaluated on this aspect
	<u>Risk</u> Organisational / Co	<u>Consequence</u> proorate Risks	H M L	<u>Catego</u> <u>ry</u> (FIMR)	<u>Wh</u> o	TTTT	Controls / Actions
72	Council documentation does not change creating continued need for customers to make contact, repeat calls for clarification and avoidable contact	Channel Shift is hindered as the "call to action" is confusing and opportunities to reduce costs are missed	Η	Infrastr ucture	AD	Treat	 Through the eyes of the customer project Avoidable Contact campaign Telephony and customer culture IDP project Voicemail campaign Communications support Organisational transformation corporate Group leads change
73	A decision not to outsource leads to no change to existing operation / no transition to cheaper channels	 Operational costs remain high customer experience deteriorates 	L	Reputat ion / Financ e	GM	Treat	 SD Plan identifies improvement strategy 'Through the Eyes of the Customer' project and other corporate-culture projects
74	Back office staff do not recognize changes to CSU service delivery	 No change in service behaviours Financial penalties Lack of staff for corporate projects (eg: elections) 	Η	Financi al	AD	Treat	Avoidable Contact programme being developed

75	The Council loses sight of input/support CSU provides for DBC (emergencies/elections)	Lack of staff for corporate projects	L	Financi al	AD	Toler ate	Business continuity support is part of the contract.
76	Increased back office work load- reduced cooperation between services leading to impacted service delivery	Transfer rates to back office service areas increases due to customers creating impacts on council officers	М	Financi al Infrastr ucture	СМ	Treat / Toler ate	 Contract Management Service Agreements
77	Loss of partnership between CSU and other services	Reduced service to local people	М	Infrastr ucture	GM	Treat	Performance ManagementService Agreements
	<u>Risk</u>	<u>Consequence</u>	H M	<u>Catego</u> rv	<u>Wh</u>	TTTT	Controls / Actions
			L	<u></u> (FIMR)	<u>o</u>		
78	CSU aspirations and plans do not match back office service assumptions, aspirations and plans.	 Mismatched service provision Poor service to local community Financial loss 	L M	rv (FIMR) Infrastr ucture / Financ e	<u>o</u> AD	Treat	Service Agreements with services
78	do not match back office service assumptions,	Poor service to local community	L	Infrastr ucture / Financ		Treat Toler ate	 Service Agreements with services Service Agreements SD Plan - service plan commits to implementation within timescales
	do not match back office service assumptions, aspirations and plans. If keeping service in house, implementation process of changes will	Poor service to local communityFinancial lossPoor performance	M	Infrastr ucture / Financ e Infrastr	AD	Toler	 Service Agreements SD Plan - service plan commits to implementation