

Salford

LinkAge Plus

One Stop Shop

The initiative provides a single point of contact for access to information and services including health, safety, security, benefits, and warmth for the elderly population of Salford.

One Stop Shop

Objective

- To identify the elderly residents of Salford, who are eligible for a range of key services which are provided by the City Council and its partners.
- To proactively market these services to citizens when they contact the Council through the Corporate Customer Services Contact Centre and/or Advice Team.

Activity

- For the face to face channel it is anticipated that through a combination of Outreach teams in each ward and specific one stop facilities we can create the effect of there being 'no wrong door' for the older citizen.
- Our one-stop shop facilities are currently being developed in three locations across the City in conjunction with Salford Primary Care Trust through the Local Improvement Finance Trust (LIFT) programme (2007).
- These facilities will provide a truly integrated access point for elderly customers in respect of health and council customer services.
- Profiles and scripts have been designed to enable the CRM (Customer Relationship Management) system to identify the needs and requirements of older people using key criteria i.e. age, areas.
- Through this process the customer is offered a number of services, dependant on their profile i.e. smoke alarm, doorstep crime, flu jab, warm front grant, pension visit etc.
- If the customer chooses to take up a service(s) then the information is automatically captured with the CRM system and an electronic referral is emailed direct to a generic mail box for each service area.
- Since the service went live early May 07 almost 5,300 referrals have been made to other service areas.
- Innovative new technology 'Tellytalk' has been installed at 4 locations across the City. In outlying areas of the City, customers can use video conferencing technology to liaise face to face with customer advisors in a location which is convenient for them.
- Targeted training to elderly persons to ensure they are fully equipped to make use of the online tools has been provided through Salford's website. Working closely with our local colleges, we have injected further momentum into our citizen training programme.

Resources

- Management/Project management/Contact Centre Development and liaison/Operational training.
- Business change consultants/developers.
- The approximate cost was around £50,000.

Achievements against objectives

- Improved customer service.
- Increased opportunities to improve the standard of living.
- Better quality and more comprehensive information.
- Improved service response/resolution time.
- Provided a more joined up service to customers through automating the referral process to other service areas.
- Maximized customer awareness of other benefits/services.
- Maximized service take-up of all divisions involved in the project.
- Provided a consistent approach to customer service through the implementation of a set of common face to face standards and generic checklist.

Wider achievements

- Development and delivery of a web based reporting system. This enables service providers to easily maintain their records and report on outcomes. This will also allow us to measure the success of the referral process.
- The service worked with Greater Manchester Fire Service, DWP – Pension Service, PCT – Flu Jobs, Housing & Planning – Warm Front grants, Housing Crime Reduction team – doorstep crime, Blue Badges – Community Health & Social Care, Housing and Council Tax Benefits.

Key lesson learned

We engaged with key partner services from the onset to secure buy-in, commitment and agreement on sharing information, but it took a while to get buy-in secured from a number of areas, as there was some uncertainty on the impact this would have on their service area.

Further information

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Ref to website:

<http://www.salford.gov.uk/living/housing/olderpeople-housing/housing-linkage-plus.htm>

<http://www.salford.gov.uk/council/corporate/e-government/thinkcustomer/re-launch-of-the-programme/tc-older-people.htm>

<http://www.salford.gov.uk/council/corporate/e-government/telematics/computraining/trainingapplication.htm>

<http://www.salford.gov.uk/living/counciltax/benefits/tellytalk.htm>

<http://www.salford.gov.uk/gateway>

Related documents

See website above.