

REPORT TO THE EXECUTIVE



DATE	24 th July 2012
PORTFOLIO	Resources & Performance Management
REPORT AUTHOR	Sharon Hargraves
TEL NO	01282 477160 (7160)
EMAIL	shargraves@burnley.gov.uk

Customer Relationship Management System (CRM)

PURPOSE

1. To seek approval to procure a new CRM system

RECOMMENDATION

2. That the Executive approves the procurement of a new CRM system in line with standing orders for contracts and gives authority to the Head of Customer & IT Services to accept the most economically advantageous quote.

REASONS FOR RECOMMENDATION

3. The move to a new CRM, will enable the council to meet the challenge of improving its on line service offering; develop an improved understanding of the customers who use council services and support future budget savings in 2014/15

SUMMARY OF KEY POINTS

4. On the 23rd August 2011 the Executive accepted a proposal by officers to continue running with the current CRM (Northgate's Front Office) for a further 12 months from November 2011. This was to give Officers the opportunity to review the current market place and develop a technical specification that will enable the council to procure a solution that would meet current and future business needs
5. The current CRM has a number of key services that cannot be delivered by other applications. It currently manages Greenspaces services, complaints and Tell us once services as well as other corporate requirements. However the on-line functionality is limited. The supplier is investing heavily in developing Microsoft Dynamics, so there is a longer term risk that commitment to the development of the product may become a risk. Officers are currently seeing a reduction in development and support.
6. Officers have spent the last 12 months looking at the market place and developing a

technical specification, which will give the council the ability to have a strong self-service offering, enabling the council to effectively develop its on line services; the new product may also allow a reduction in license costs currently incurred by other council applications. The product will also have to work effectively with SharePoint, so that officers are able to see a consistent approach when receiving either internal or external work requests.

7. Officers now have a good understanding of the market place and from market testing believe that we can procure and deploy an appropriate CRM for under £50k on a 3 year contract. This will accommodate the up front and revenue costs. Preference is for a cloud based solution to enable quick and easy deployment, seamless upgrades and maintenance.
8. There is sufficient funding with the current revenue budget to meet this cost and potentially enable savings in year 2014/15 in the region of £25k.
9. Procurement & Deployment timeline:

Procurement complete 31st August 2012
Implementation complete by 30th September 2012
Training complete by 31st October 2012
Go live 1st November 2012
10. Contingency has been built into the deployment of 1 month, should that still be an issue, the current CRM system will still be available, it will just be unsupported. Officers however are confident that indicative timescales will be met

FINANCIAL IMPLICATIONS AND BUDGET PROVISION

10. The estimated cost of a new CRM is 50k, which can be funded from the existing Customer & IT services revenue budget. It is estimated that savings of 25k can be generated in 2014/15.

POLICY IMPLICATIONS

11. None

DETAILS OF CONSULTATION

12. Councillor Mark Townsend – Exec Member for Resources & Performance Management
Councillor Shah Hussain- Exec Member for Community Services
Mick Cartledge – Director of Community Services
Howard Hamilton-Smith – Principal Accountant

BACKGROUND PAPERS

13. CRM report to Executive 23rd August 2011

FURTHER INFORMATION

PLEASE CONTACT:

**Sharon Hargraves – Head of Customer & IT
Services**