Food Standards Agency

Show and tell Sprint 3

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Agenda

- What we did last week
- What we're doing next week
- Questions / discussion

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Key activities

Week 3

- Held interviews with NFCU, FSA technical teams, telephony engineer & business process workshop
- Identifying technology needs and gaps
- Identifying user needs
- Team analysis and review session
- Starting to define underlying data needs of the the helpline service
- Understanding end to end helpline process

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Problem

- Data is not recorded or detailed

- Dysfunctional enquiries workflow

- Phone options to be reorganised

- Clarity relating to user journey by phone is needed for teams

Hypotheses

- Some staff members don't log the incoming requests

- There is no space to track the progress of the enquiries

- The telephony system can only be used in the office, which doesn't help with remote working

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Helpline teams

Region	Number of main helpline staff	Back up in peak times	System	WFH
England	3	+9 people from York	K2	NO
Northern Ireland	2	+4 people from the Finance Business Support and Communication Team	Local email folder, if need be in Wisdom	YES
Wales	2	?	Wisdom	YES
Scotland	6	?	?	?

NOTE

Key learnings

What is working well?

- Relationship between FSA Wales and England works well and they communicate daily to confirm that a response has happened
- Other teams understand the pressure that the helpline are going through and why it is important for them to remain generalists but would like them to refer enquiries to the right place

"They have a tough time and they aren't properly resourced and they are bearing the brunt of it all...people are very critical of them."

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Key learnings (Communication)

What are the pain points?

- Some teams feel that the helpline are not clear who they need to go to to deal with an enquiry
- Calls are being routed to the wrong teams who then spend time redirecting callers
- 20 day SLA isn't strictly adhered to and is difficult to measure
- Positively, K2 has a reminder function which sends a message to the relevant team to deal with an enquiry but this doesn't have the intended effect as recipient still do not respond
- When another team deals with an enquiry the helpline aren't always made aware of this
- Helpline aren't supported in preparing responses for incidents that lead to media hysteria

"Helpline are sending things to us when they shouldn't"

Key learnings (Technology)

What are the pain points?

- No data on which IVR options are being selected most frequently
- Callers are selecting the incorrect IVR option
- Sometimes callers wait a while for their call to be answered
- Helpline shuffle between calls and emails at the same time
- Helpline cannot work from home due to the telephone structure

*An IVR option 1 to be redirected to an LA "would be good"*

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Identified user needs

USER + **NEED** + **INSIGHT**

- Enquiries need to be managed end-to-end
- Ability to work remotely with confidence
- Call routing options need to be clearer for callers and route to the right place
- Data on which IVR options are being selected
- Data on elements such as time to pick call, abandonment rates, call duration, missed calls
- System needs better support simultaneous call and email handling
- Enquiry responses in a reasonable timeframe from teams
- When teams respond to an enquiry the helpline need to know
- Helpline need to know who to go to specifically with an enquiry
- Need to be prepared with responses for incidents that generate hysteria

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Number of enquires per month from Jan 2019 to Feb 2020
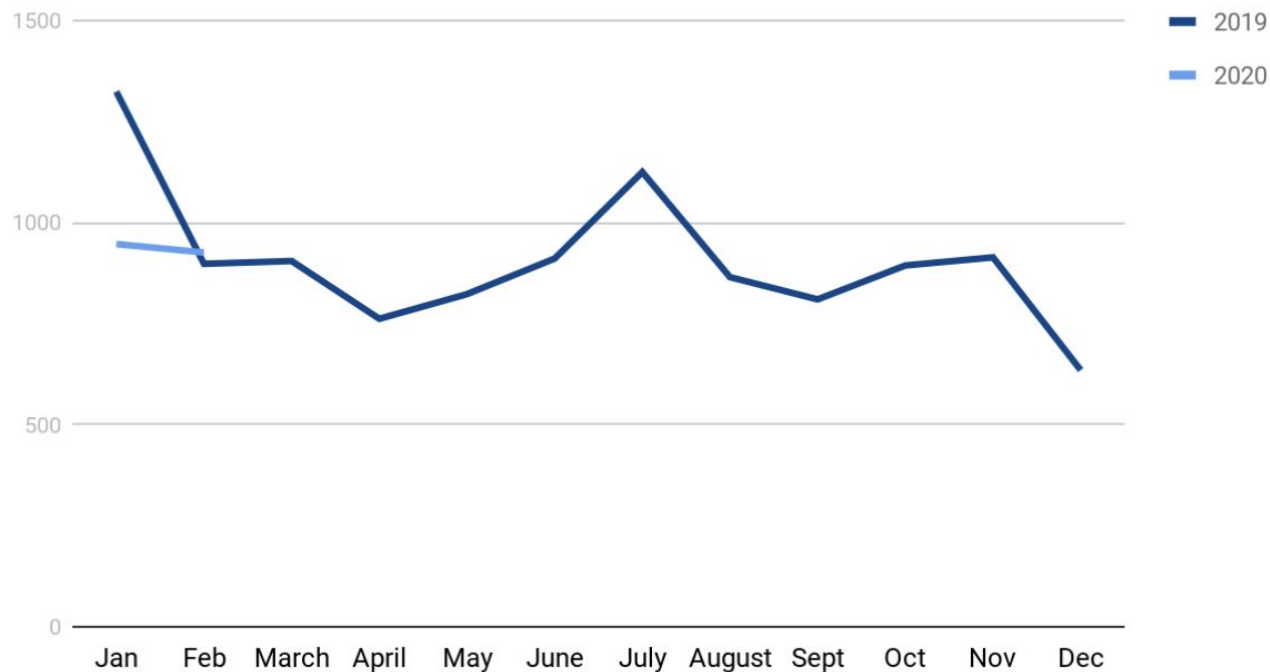
Unfortunately current data stats don't allow the analyses to be made per region.

Main enquiries topics in 2019

Trading Standards
2.4%

N/A
5.0%

OGD
2.4%

Helpline
35.6%

Environmental Health
33.4%

FSA
21.2%
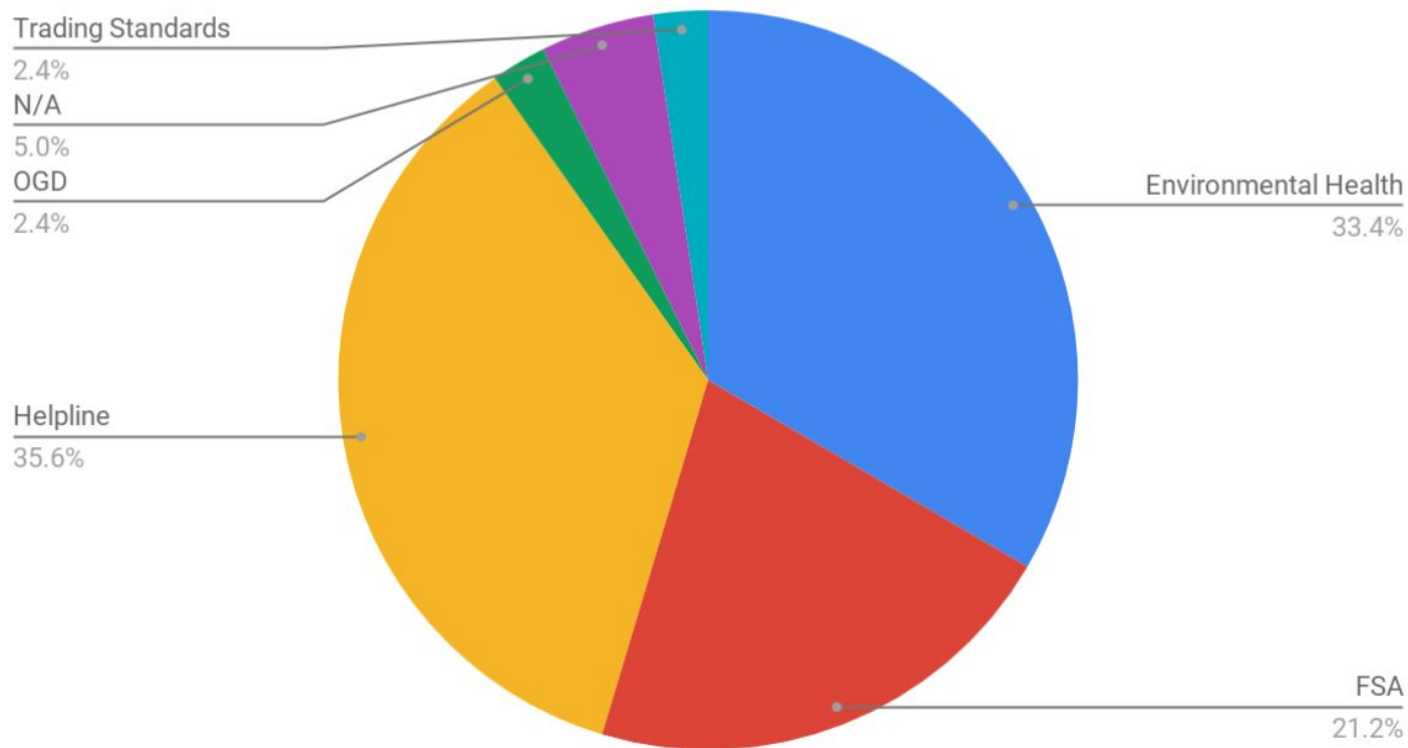
Unfortunately current data granularity doesn't allow to break the topics in more specific areas.

Emerging thoughts: technology

- K2 has many strengths BUT as a stand alone tool it is not optimised for enquiry management
    - It could deliver some of the FSA's requirements (e.g. allowing other teams to view enquiry information)
    - Concerns over the ability to support future FSA needs (e.g. live chat, multi-channel enquiry blending, a unified user interface)
    - K2 development not prioritised

- Replacing the existing Avaya telephony system is vital
    - Ability to configure remotely (call routing, IVR, call handlers, invoke emergency closures)
    - Ability to support remote working (softphones, CTI)

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Emerging thoughts: data

- The underlying data needed to deliver an effective Helpline service;
  - Contact information
  - Enquiry information
  - Operational information
  - Comply with GDPR

- Consolidate customer data
  - Better collaboration
  - Single view of customer enquiry

- FSA need the right tools for effective monitoring and performance management
  - Real time
  - MI and reporting
  - A/B testing

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Sprint 4

- **Continue to deliver workshops** with the Transactions team, Incoming Comm's team & Noel Sykes

- **Develop and analyse user needs** across the Helpline service

- **Develop our emerging thoughts** for improving the service through use of modern technology

- **Further define the underlying data** required to deliver the helpline service in line with consumer and business' expectations

- **Create draft** service blueprint

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How to get involved

We will (usually!) deliver **show & tells** every week on **Wednesdays @ 12pm**.

This is your opportunity to hear about what we're discovering and help steer us on what to look into further.

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We're an open book

All our work is in the open so you can see what we're up to.

Our 'door' is always open.

Please come have a chat with us.

… and come to our **show & tells** !

Project wiki:

https://github.com/notbinary/fsa-hccc/wiki

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Any questions?

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