Food Standards Agency

Show and tell Sprint 2

Food Standards Agency
food.gov.uk

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Agenda

- Who are we and why are we here
- What we did last week
- What we're doing next week
- Questions / discussion

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Introducing the team

Layo Aromomalayan

User Researcher
(HMRC, Department for
Education, MHCLG, FSA)

Lana Videnova

Technical Business Analyst
(Amadeus, BBC, CRUK,
OFGEM, MHCLG)

Lloyd Homer

Delivery Manager
(FSA Incidents & Corporate
Services, Crown Commercial
Service, MHCLG)

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Key squad members

Senior Responsible Owner: Warren Oakes

Product Owners: Chris Simpson & Rachel Growden,

DDaT representative: Andrew Bullock

Key input from: Helpline team and other teams identified by FSA who help to resolve enquiries

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What is a discovery?

Before you commit to build or improve a service, you need to **understand the problem to be solved**.

That means learning about:

- The **users** (both internal & external)
- Any constraints (policy, legislation, technical etc)
- Underlying policy intent
- **Opportunities** to improve things

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How we are going to work

We will be learning about the service by:

- Running workshops
- Conducting interviews
- Ethnographic research methods
- Detailed analysis
- Running playback/collaborative sessions (for validation and challenge)
- Sending out information for review/comment

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What will we achieve?

The discovery will allow us to understand **pain-points and opportunities** across user needs, business process, technology and underlying data.

This will focus on creation of a Service Blueprint to show the bigger picture of how the service is operating and where the pain points lie, before investing in any technology solutions.

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Your requirement

The Corporate Service Unit (CSU) run a Helpline and Customer Contact Center for the FSA for both internal and external customers. The service does not current have a tool to support their phone calls and email correspondence and ways of working.

We will conduct a Discovery for this service to determine whether there is evidence for introducing a tool (such as a CRM) to add significant enhancements to the customers of the service.

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Why does the FSA exist?

"Remove unsafe products from the market and safeguard the food consumers of the UK"

The **core** of the service is designed to detect, receive, investigate and manage incidents following an actual or potential threat to the safety, quality or integrity of food and/or animal feed.

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Why does the Helpline exist?

"Transactions and Helpline team form part of the Corporate Support Unit, offering both internal and external customers a day to day functional support team. As a public facing team and the main handlers of external customer queries, they coordinate responses with support from specialist teams across the FSA. Internally, offering a multitude of corporate functions to ensure business continuity, predominantly but not restricted too, FSA Operations"

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Key activities

Week 1

- Established team structure
- Defined governance model (ways of working, communication, reporting, tools etc)
- Planned workshops & agile ceremonies
- Created project wiki

Week 2

- We've held workshops with;
  - Helpline team (London)
  - Private Office
  - External Comm's team

- Conducted user needs analysis
- Written up findings on the project wiki

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Helpline service

- It functions but is fragmented and has significant limitations
- Helpline teams ensure that enquiries are handled effectively (within 20 days) - technology does not support teams as it should
- Limited Management Information available
- Collaboration between teams is not optimised due to current technology usage
- Recent enhancements have improved the situation (IVR, use of PowerBI to create basic MI)

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What have we seen so far?

Data

- Data is either not available, difficult to obtain and / or incomplete
- Accessing performance data requires assistance from IT teams
- SLA monitoring and reporting is difficult
- Lack of transparency across FSA (limited to small no. of stakeholders)
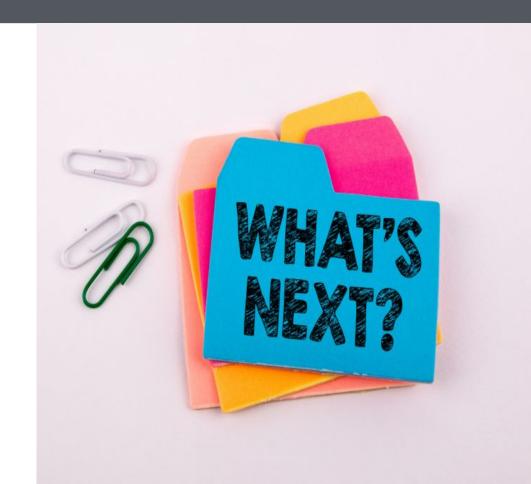- Data is manually copied / pasted into different systems

Technology

- Limitations with telephony system
  - Legacy telephony system doesn't support helpline activities like call distribution
  - Doesn't support remote working effectively
  - Doesn't support multi-channel enquiry blending
- There is no "single view" of enquiries
- Tracking and collaboration on enquriies is sub-optimum
- Lack of automation tools
- Risk to business continuity

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Sprint 3

- **Continue to deliver workshops** with head of helpline service Wales and Northern Ireland as well as IT / DDaT (David Brown, Andrew Bullock & Carl Glassford)

- **Identify and analyse user needs** across the helpline service

- **Identify opportunities** for improving the service through use of modern technology

- **Continue to write up our findings** on the project wiki to share with you

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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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