

LIFT SW Customer Focused Business Transformation Network

MINUTES of C-FTN Steering Group (SG) Telcon 05-Mar-08 (REVISED)

Present:

Pat Pratley (Cheltenham BC)
Bob Clark (Torbay) *former SW e-Government Group (SWeGG)*
John Rogers (Wilts LGR) *SW Customer Service Managers Group (SWCSMG)*
Denise Lyon (East Devon DC)
Peter Shields (LIFT SW Partnership)

Apologies:

Caroline Taylor (Torbay)
Sue Bickler (Bournemouth)
Ian Parr (Bristol) *SW Flexible Working Group (SWFWG)*
Linda Le Milliere (Somerset CC) *SW Flexible Working Group (SWFWG)*
Helen Frances (Salisbury) *SW Customer Service Managers Group*
Aly Murdoch (Mendip DC / IDeA) *SW esd-Toolkit Local Community (SWTLC)*
Paul Critchley (Cornwall LGR / Carrick DC)
Diane Demerger (Devon CC)
Rodney Semple (Gloucestershire CC)
Anita Tadayon (LIFT SW Partnership)
Julian Morley (LIFT SW Partnership)

1 Introduction and Welcome

Peter welcomed Bob Clark to his first Steering Group telcon.

Denise requested that the Terms of Reference be re-circulated.

They may be found by following the link to roles and objective from this page:

<http://www.swce.gov.uk/workstreams/businesstransformation/swbusinesstransformationnetwork.htm>

2 Review Minutes and Actions

Continuation (or not) of an independent SW Customer Service Managers Group

- In the absence of a report back from Helen Frances, John Rogers reported that in practice the SW Customer Service Managers Group has not met independently and that he personally saw no need for it to do so for as long as the C-FT Network meets its needs. Certainly the next two upcoming C-FT Network conferences (on Access / Channel Management and on Culture Change) meet the Customer Service Managers' agenda, he felt. John's personal opinion was that for the time being the SW Customer Service Managers Group has no need for an independent existence.

Helen Frances has since advised that the views of the wider SW CSM Group should still be canvassed.

ACTION: Helen Frances

Continuation (or not) of an independent SW Flexible Working Group

- No word from Linda. Action carried forward.

ACTION: Linda Le Milliere

On this topic, Bob Clark reminded the group that as the SW e-Government Group (SWeGG) has formally disbanded, the South West IT Managers have no regional forum (although there are many sub-regional networks) and he hoped that the C-FT Network would not lose sight of 'technology as an enabler of business change' when planning its events.

TO BE NOTED BY: Peter / Anita

3 Debrief following 2nd Conference: "The Sharing Agenda", 25-Feb-08

Lessons learned

The Group noted the improved feedback scores since the previous conference. Those who had attended (Denise, Bob, Pat) felt that the plenary sessions had been good but that the workshops had been of mixed quality. They did not feel that the day had been too crammed.

It was suggested that delegates prefer to hear real-world lessons from peers who have implemented change than to hear from peers who are at a much earlier stage in the life cycle (e.g. still at the business case stage). John & Pat agreed to take this lesson into the planning for the June conference.

With hindsight, a Monday is not ideal for a Conference, particularly the 'first day back after half-term'. General reminder to avoid Mondays for conferences.

Dealing with "no shows"

In terms of dealing with "no shows" it was felt that

- It would be wholly inappropriate to operate a "free to attend, but £50 penalty if you register and don't show up" arrangement. We should make these events irresistible so that people do show up!
- LIFT SW should in any case budget for a certain percentage non-attendance, as this is the reality with free conferences. (e.g. If 80 register, tell the venue to cater for 70, or whatever).
- it would be inappropriate to send a complaining e-mail to non-attendees – instead send an e-mail to all who registered (whether they attended or not) saying what a great event it was (a subtler way of pointing out to the non-attendees what they missed).

ACTIONS: Anita

4 C-FTN Activity pipeline

Q1 '08: Visit to Clarks International on 14-Mar-08

- There are still 2 places left. John Rogers said he had a colleague in mind who might take one of them.

Q2 '08: 1st 'Business Transformation' Newsletter

- This is with the printers and will be imminently released.

Q2 '08: 3rd Conference: 'Customer Channel Management' – *in planning phase*

- **Sub-group:** Anita will be holding a telcon with a sub-group of John Rogers, Caroline Taylor, Rodney Semple and Pat Pratley to progress,

- **Date & venue:** Anita had e-mailed tentative conference dates of 5th or 6th June. John noted that the 6th was a Friday which might not be ideal as delegates don't like getting home late on a Friday, although in summer they might be tempted if it was an attractive seaside location - in which case Bob suggested that the Riviera Centre in Torquay would make a good venue. See <http://www.rivieracentre.co.uk>.
Anita has since confirmed the date as Thursday 5th June. Venue tbc.
- **Content:** Pat expressed an interest in Customer Insight / Customer Segmentation themes and the problem of 'how do you measure appetite for, and forecast potential satisfaction with, channels you're not yet offering?'. *It was felt that this probably wouldn't be accommodated at the June conference but held for another day.*
- **Suppliers:** In the context of metrics, Denise mentioned the *GovMetric*[®] tool from ROL Solutions, which it might be appropriate to feature in a conference workshop. See <http://www.govmetric.com/>
- These matters deferred to the sub-group.

TO BE NOTED BY: June Conference sub-group

Q4 '08: 4th Conference: 'Culture Change' – In discussion phase

- The previous minutes had suggested this conference would take place in Q3. It was confirmed that our aim is for three conferences a year – i.e. one every four months. On this basis the 4th conference is likely to be in October (Q4).

TO BE NOTED BY: Peter / Anita

Action Learning Sets

- **LGR:** John Rogers has reported that there is effectively an 'LGR' group already in existence, so there is no need for C-FTN to set one up.
- **ERP:** Anita is planning to progress this with Rodney Semple during March.

Community of Practice (website)

- Peter will be going on IDeA training in their 'Communities of Practice' platform later in March.
- He has also received advice from Ken Dale at Cheltenham BC on using Google Groups.

5 Frequency and dates of future meetings

There was general agreement that a monthly frequency is too frequent for the Steering Group telcons, and that 'every 2 or 3 months' would be more appropriate.

On that basis, it was agreed that the planned 10th April telcon will be postponed, and a new series of telcon dates arranged. **NB: Denise Lyon is not available on Thursdays.**

ACTION: Anita

Peter Shields

05-Mar-08

REVISED 18-Mar-08