

Record of Decisions

Customer Relationship Management System

Decision Taker

Cabinet on 17 November 2020.

Decision

That Cabinet approves a procurement exercise to be undertaken to identify a provider to supply, implement and maintain a new Customer Relationship Management (CRM) system, with the outcome of the procurement exercise and the associated funding request to be presented to Cabinet and Council in due course.

Reason for the Decision

A customer relationship management system is an effective and efficient tool which provides an interface with its customers, across several delivery channels. The Council has an existing partial customer relationship management system which is no longer fit for purpose.

Implementation

This decision will come into force and may be implemented on 30 November 2020 unless the call-in procedure is triggered (as set out in the Standing Orders in relation to Overview and Scrutiny).

Information

Customer relationship management involves dealing with queries, complaints and specific requests and demands, with accurate information. To support this a CRM system can be used as an effective and efficient interface with its customers across several delivery channels (face to face, telephone, internet websites, texting and emails). Torbay Council has an existing partial customer relationship management system which is no longer fit for purpose.

It is proposed that the Council procures a new customer relationship management system so that we can build a better picture of why customers contact us and improve service delivery.

Councillor Steve Darling proposed and Councillor Cowell seconded a motion which was agreed unanimously by the Cabinet, as set out above.

Alternative Options considered and rejected at the time of the decision

Two alternative options had been considered:

- Option one – do nothing;
- Option two – procure and implement a new customer relationship management system.

The detailed evaluation of these two options was set out in the exempt appendix to the submitted report.

Is this a Key Decision?

No

Does the call-in procedure apply?

Yes

Declarations of interest (including details of any relevant dispensations issued by the Standards Committee)

None.

Published

20 November 2020

Signed: _____ Date: _____
Leader of Torbay Council on behalf of the Cabinet