FOI number: **HBC_FOI_2019131**
Date FOI Received: **08/02/2019**
Department: **Information Digital Services**
Title: **Software and Customer Relationship Management**
Description: **Information on the authority and the use of a CRM (Customer Relationship Management) software.**

Request: *(As Redacted sent by requestor)*

Dear Hertsmere Borough Council,

I am currently conducting research for a Masters Degree in Computing, and kindly request you respond to the questions below, under the Freedom of Information Act.
If you cannot provide an answer to one question, please state so and respond to the others.
Q1. What is the full official name of the Authority?
Q2. How large is the Authority in terms of population?
Q3. How large is the Authority in terms of geographical boundaries?
Q4. How many information systems / databases does the Authority use?
Q4a. How many of those are stand-alone (i.e. do not interact with any other information system)?
Q4b. How many of those interact with at least one other system (e.g. using API calls)?
Q5. What services are provided to Residents by the Authority (e.g. Taxi Licensing, Waste, Education, Planning Applications, etc.) Q6a. Does the Authority have an online portal for Residents?
Q7b. What is the uptake by residents as a percentage within the authority?
Q7. What percentage of services in Q4 are accessible to Residents online using Single Sign On (SSO) on the portal?
Q8. What was the Authority's annual spend for 2017-18?
Q9. What was the Authority's annual spend for 2017-18 for software licensing?
Q10. What was the Authority's annual spend for 2017-18 for payroll of employees, agency staff, and contractors?
Q11. Does the Authority use a Customer Relationship Management (CRM) System?
(if Yes answer Q12 ad Q14, if No answer Q13) Q12. If the Authority has a CRM system:
Q12a. When did the CRM system go Live?
Q12b. How long did the implementation take?
Q12c. What were the main obstacles encountered to the implementation? (See "CRM Challenges" below, please state all that apply) Q13. If the Authority does not have a CRM system:
Q13a. Has the implementation of a CRM ever been considered?
Q13b. If Yes to Q13a., what were the reasons for not proceeding? (See "CRM Challenges" below, please state all that apply) Q13c. Has the implementation of a CRM ever been planned or undertaken, but subsequently abandoned?
Q13d. If Yes to Q13c., what were the reasons for the failure of the project? (See "CRM Challenges" below, please state all that apply)
Q14. Is the CRM centred around Residents or Properties?

CRM Challenges
Integration of different data sources into a single system Training users to effectively use the solution Participation of different departments within the authority Integration with existing back-office applications Promoting Usage Funding Other (please specify)

Yours faithfully,

Response: *(Response as Redacted sent by service)*

Please find below our response

Q1.   What is the full official name of the Authority?

   Hertsmere Borough Council

Q2.   How large is the Authority in terms of population?

   Approximately 104,000

Q3.   How large is the Authority in terms of geographical boundaries?

   39.4 square miles

Q4.   How many information systems / databases does the Authority use?

   46

Q4a.   How many of those are stand-alone (i.e. do not interact with any other information system)?

   2

Q4b.   How many of those interact with at least one other system (e.g. using API calls)?

   44

Q5.   What services are provided to Residents by the Authority (e.g. Taxi Licensing, Waste, Education, Planning Applications, etc.)

   - Asset Management
   - Benefits
   - Building Control
   - Business Rates
   - Community Services
   - Council Tax
   - Corporate Communications
   - Customer Services
   - Democratic Services
   - Design and Print
   - Electoral Services
   - Engineering Services
   - Environmental Health
   - Finance
   - Fraud
   - Housing
   - Human Resources
   - Information Digital Services

- Land Charges
- Legal
- Licensing
- Other
- Parks
- Parking Services
- Planning
- Waste and recycling

Q6a. Does the Authority have an online portal for Residents?

Yes

Q7b. What is the uptake by residents as a percentage within the authority?

Currently only Council Tax and Housing Benefits information is available via our customer portal. This will change later this year as part of the replacement CRM procurement and implementation.

Population of Hertsmere 104,000 (Office of National Statistics)
Number of residents registered on portal 1,000
Uptake as a percentage of residents 0.96%

Q7. What percentage of services in Q4 are accessible to Residents online using Single Sign On (SSO) on the portal?

7.7% apprximately

Q8. What was the Authority's annual spend for 2017-18?

This information is available on our website

https://www.hertsmere.gov.uk/Documents/11-Your-Council/How-the-council-works/Finance/Budget-Book/Budget-Book-2017-18.pdf

Q9. What was the Authority's annual spend for 2017-18 for software licensing?

£323,736

Q10. What was the Authority's annual spend for 2017-18 for payroll of employees, agency staff, and contractors?

This information is available on our website

https://www.hertsmere.gov.uk/Documents/11-Your-Council/How-the-council-works/Finance/Budget-Book/Budget-Book-2017-18.pdf

Q11. Does the Authority use a Customer Relationship Management (CRM) System?

(if Yes answer Q12 ad Q14, if No answer Q13) Q12. If the Authority has a CRM system:

Yes

Q12a.   When did the CRM system go Live?

December 2005

Q12b.   How long did the implementation take?

Approximately 6 months

Q12c.   What were the main obstacles encountered to the implementation? (See "CRM Challenges" below, please state all that apply)

- Integration of different data sources into a single system
- Integration with existing back-office applications
- Promoting Usage

Q13.   If the Authority does not have a CRM system:

N/a

Q13a.   Has the implementation of a CRM ever been considered?

N/a

Q13b.   If Yes to Q13a., what were the reasons for not proceeding? (See "CRM Challenges" below, please state all that apply) Q13c. Has the implementation of a CRM ever been planned or undertaken, but subsequently abandoned?

N/a

Q13d.   If Yes to Q13c., what were the reasons for the failure of the project? (See "CRM Challenges" below, please state all that apply)

N/a

Q14.   Is the CRM centred around Residents or Properties?

Properties

CRM Challenges
Integration of different data sources into a single system Training users to effectively use the solution Participation of different departments within the authority Integration with existing back-office applications Promoting Usage Funding Other (please specify)

The main challenge will be integration with back office legacy systems. Some systems will have open api but some will not. Cost of integration will also be challenging. Training of staff across departments while maintaining frontline services is a challenge.

If you have any queries about the processing of your request then please do not hesitate to contact me. Further information explaining the Council's process for responding to information requests together with a complaints/appeals procedure is available in our reception or via our website at:

https://www.hertsmere.gov.uk/Your-Council/Official-Publications--Guides--Policies/Access-to-Information.aspx

The Information Commissioner oversees the application of the Freedom of Information Act. You may contact the Information Commissioner at:
Information Commissioners Office
Wycliffe House, Water Lane
Wilmslow
Cheshire   SK9 5AF
Telephone: 01625 545700   Website: www.informationcommissioner.gov.uk

Please include the above reference number on all correspondence related to this request.

Thank you for your request.

Kind regards
Information Services