

4. SERVICE PERFORMANCE AND WLAM OUTCOME REPORT - CORPORATE COMMUNICATIONS

The Committee considered a presentation and a report (copies of which had been circulated) by the Depute Chief Executive providing an overview of a service assessment from the West Lothian Assessment Model process (2017/20)

The report also provided a summary of recommendations from the officer-led scrutiny panel that had been identified for action and were to be delivered by the service management team.

The report recommended that the Committee:

1. Note the outcome from the WLAM and Review Panel process;
2. Note the recommendations for improvement;
3. Agree any other recommendations that may improve the performance of the service.

The Committee then asked a number of questions in relation to Digital Transformation, Social Media, working with the Call Centre and how the Bulletin fits with Digital Transformation. Questions were also asked with regard to benchmarking.

The officer advised that the Corporate Communications worked with the Digital Transformation team to enhance customer experience. It was also explained that Social Media outlets allow for an increased reach across the county. It was however advised that there was no intention at this time to withdraw the bulletin as not everyone had access to social media and the bulletin was produced at a relatively low cost and was delivered to every household in West Lothian.

It was explained that the team also worked closely with the Contact Centre in an effort to widely publicise important messages in relation to issues such as school closures.

It was also explained that it was difficult to demonstrate the impact of followers on social media, however through internal and external feedback it was thought to be generally positive.

It was recognised that there was an overlap with Corporate Communications and the Contact Centre and it was noted that an analysis could be carried out on who contacts the council and why. If after this analysis a pattern was to emerge in particular areas, it would be for the service to consider if there were online solutions that could be utilised to help to divert some calls from the Contact Centre.

Decision

To note the terms of the report.