

## EQUALITY IMPACT ASSESSMENT

Contact Centre Call Answering Service Level Agreement  
(SLA) reduction from 90% to 85%

Reference: EIA000310

Date: 26/01/2024



 **RESET**

 **RESHAPE**

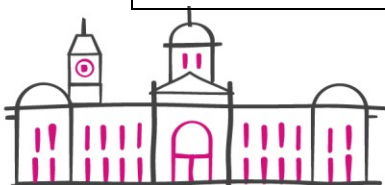
 **RESTART**

**EIA Form – About your EIA**

Reference number	EIA000310
Date Submitted	26/01/2024
Subject of the EIA	Contact Centre Call Answering Service Level Agreement (SLA) reduction from 90% to 85%
Brief description of the policy, service or function covered by the EIA	<p>Click or tap here to enter text.</p> <p>The Contact Centre offers citizens of Birmingham contact to 25 key BCC services. We offer flexible contact through Voice, email, twitter and webchat, excellent customer service and provide an efficient service by working collaboratively with service areas and tailoring support to their requirements. We also take on additional campaigns and support projects on the behalf of our services. Our services are predominately Mon-Fri 0900-1700, but some are operational between the hours of 0700-2000 and Saturdays. Our stats: 2 Million+ inbound calls across 25 services handled per annum, ability to offer translation services in numerous languages and to the hard of hearing. 300 thousand+ emails handled per annum 35 thousand webchats handled per annum 25 thousand customer satisfaction surveys responded to by citizens per annum 18 thousand+ penalty charge notices handled per annum 3 thousand twitter direct messages/tweets handled per annum 5 thousand members enquiries handles per annum. The contact centre has a Service Level Agreement (SLA) to answer 90% of calls into the Contact Centre, there will be change to an SLA of 85%. The impact on citizens is that calls will take a little longer to answer, calls will still be answered and there are alternative contact methods available, for those that prefer.</p>
Equality Assessment is in support of...	["Amended service"]
How frequently will you review impact and mitigation measures identified in this EIA?	Annually
Due date of the first review	2025-01-06

**Directorate, Division & Service Area**

Which directorate(s) are responsible for this EIA?	["Strategy, Equalities and Partnerships"]
Division	Customer Services, Business Support & Digital Mail
Service area	Customer Service



Budget Saving	Yes
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### Officers

Responsible officer	Elizabeth Hibbert
Accountable officer	Wendy Griffiths

### Data Sources

Data sources	["Birmingham City Observatory data and insight"]
Data source details	

### Protected Characteristics

#### Protected Characteristic – Age

Does this proposal impact people due to their age as per the Equality Act 2010?	Yes
What age groups are impacted by your proposal?	["60-69 years", "70-79 years", "80-89 years", "90 years or over"]
Please describe the impact to the age characteristic	<p>This change in service level has the potential to impact on anyone, of any age, who contacts the 25 key services within the Contact Centre. In relation to age, impact may be felt more by older adults, calling regarding any services, but Adult Social Care is one of the Contact Centre services. Older Adults will be impacted as many prefer to speak to someone, rather than use one of the other contact methods available. Older Adults also may not have good technology skills, they may feel that calling the contact centre is the only option for them.</p> <p>The Contact Centre handles contact for services for children, but it is usual that calls are predominantly made by others on behalf of the child.</p> <p>The impact on citizens is that they may have to wait for longer to have their call answered and there is a risk that some people may not wait for their call to be answered.</p>



<p>How will you mitigate against any negative impact to the age characteristic?</p>	<p>It is important to note that all contacts will still be answered, we are not switching off the telephony channel, but this change means that citizens will potentially wait for a little longer before their call is answered. There are alternative contact methods, if citizens prefer, e-mail, web-chat, X(twitter) and WhatsApp launching shortly. Alongside the reduction in SLA, Voice automation is also being introduced, initially on switchboards, waste, Environmental Health and Planning. This will allow citizens to interact with the council 24/7, however people will always have the option to transfer to a live advisor or request a call back, if there are issues with language or voice recognition. The Contact Centre already has processes in place, to be able to initiate a translation service .</p>
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**Protected Characteristic – Disability**

<p>Does this proposal impact those people with a disability as per the Equality Act 2010?</p>	<p>Yes</p>
<p>Please describe the impact to the disability characteristic</p>	<p>This change in service level has the potential to impact on anyone, of any age, who contacts the 25 key services within the Contact Centre. There are services within the Contact centre that are disability related, particularly Adult Social Care. People with a disability may receive additional services from BCC due to their disability and therefore have more reasons to contact us. The impact of this reduction in call answering time on them, is that people may have a slightly longer wait for their call to be answered, there is also the risk that some people may not for their call to be answered.</p>



<p>How will you mitigate against any negative impact to the disability characteristic?</p>	<p>It is important to note that all contacts will still be answered, we are not switching off the telephony channel, but this change means that citizens will potentially wait for a little longer before their call is answered. There are alternative contact methods, if citizens prefer, e-mail, web-chat, X(twitter) and WhatsApp launching shortly. Through the continued telephony platform and the other contact options, People with a disability are able to contact the services they need to through the Contact Centre. Alongside the reduction in SLA, Voice automation is also being introduced, initially on switchboards, waste, Environmental Health and Planning. This will allow citizens to interact with the council 24/7, however people will always have the option to transfer to a live advisor or request a call back, if there are issues with language or voice recognition. The Contact Centre already has processes in place, to be able to initiate a translation service.</p>
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#### Protected Characteristic – Sex

<p>Does this proposal impact citizens based on their sex as per the Equality Act 2010?</p>	<p>No</p>
<p>What sexes will be impacted by this proposal?</p>	<p>N/A</p>
<p>Please describe the impact to the sex characteristic</p>	<p>N/A</p>
<p>How will you mitigate against any negative impact to the sex characteristic?</p>	<p>N/A</p>

#### Protected Characteristic - Gender Reassignment

<p>Does this proposal impact people who are proposing to undergo, undergoing or have undergone a process to reassign one's sex as per the Equality Act 2010?</p>	<p>No</p>
<p>Please describe the impact to the gender reassignment characteristic</p>	<p>N/A</p>
<p>How will you mitigate against any negative impact to the gender reassignment characteristic?</p>	<p>N/A</p>



**Protected Characteristic - Marriage and Civil Partnership**

Does this proposal impact people who are married or in a civil partnership as per the Equality Act 2010?	No
What legal marital or registered civil partnership status will be impacted by this proposal?	N/A
Please describe the impact to the marriage and civil partnership characteristic	N/A
How will you mitigate against any negative impact to the marriage and civil partnership characteristic?	N/A

**Protected Characteristic - Pregnancy and Maternity**

Does this proposal impact people covered by the Equality Act 2010 under the protected characteristic of pregnancy and maternity?	No
Please describe the impact to the pregnancy and maternity characteristic	N/A
How will you mitigate against any negative impact to the pregnancy and maternity characteristic?	N/A

**Protected Characteristic - Ethnicity and Race**

Does this proposal impact people due to their race as per the Equality Act 2010?	No
What ethnic groups would be impacted by this proposal?	N/A
Please describe the impact to the ethnicity and race characteristic	N/A
How will you mitigate against any negative impact to the ethnicity and race characteristic?	N/A



### Protected Characteristic - Religion or Beliefs

Does this proposal impact people's religion or beliefs as per the Equality Act 2010?	No
What religions could be impacted by this proposal?	N/A
Please describe the impact to the religion or beliefs characteristic	N/A
How will you mitigate against any negative impact to the religion or beliefs characteristic?	N/A

### Protected Characteristic - Sexual Orientation

Does this proposal impact people's sexual orientation as per the Equality Act 2010?	No
What sexual orientations may be impacted by this proposal?	N/A
Please describe the impact to the sexual orientation characteristic	N/A
How will you mitigate against any negative impact to the sexual orientation characteristic?	N/A

### Monitoring



<p>How will you ensure any adverse impact and mitigation measures are monitored?</p>	<p>The Contact Centre does not ask for data from people contacting the council, the change in call handling time, will mean that anyone using this method to contact centre may wait slightly longer for their call to be answered. We have looked at the 25 key services, we do not believe there are any additional impacts for the following protected characteristics, we can confirm that there are no specific or targeted services for people within the contact centre, with the following protected characteristics: Sex; Gender reassignment; Marriage &amp; Civil Partnership; Pregnancy &amp; Maternity; Ethnicity &amp; Race; Sexual Orientation.</p> <p>Voice automation is a new project, subject to it's own Equalities Impact Assessment, but the contact centre has existing processes and policies, not part of this change, to provide translation services required for the citizen on the call.</p> <p>The Contact Centre has well established satisfaction methods, which will continue to gather information both about satisfaction with the Council and about the contact received that day. The customer satisfaction data is collated and reviewed and reported within our performance monitoring reports. All satisfaction is analysed to look at further service improvements, to make the contact centre a better experience for citizens.</p>
<p>Please enter the email address for the officer responsible for monitoring impact and mitigation</p>	<p>Geraldine Collins</p>

