

Equality Impact Assessment

Guidance on completing Equality Impact Assessments can be found on the intranet in the equality and inclusion section


Document:	Customer Relationship Management (project DD008)
Executive Summary:	<p>As part of digital transformation, the College is proposing to replace the manual customer relationship management processes with a digital solution. This will provide improved visibility across the College on customer contact.</p> <p>The CRM digital solution will allow us to improve the quality of our customer contact information by storing all customer information in one place; improve our relationship with our customers by providing us with better knowledge of our contact with customers and ultimately allow the College to provide great customer service.</p> <p>The digital solution will be hosted by the supplier and will be accessed via staff laptops or mobile devices.</p> <p>The following EIA identifies a positive impact across all protected characteristics in terms of providing a single solution. Having all customer relationship information in one place will enhance accessibility for all staff.</p> <p>The College should ensure that the vendor provides software that complies with the current accessibility regulations (WCAG 2.1 AA accessibility standard).</p> <p>All content should be created in Plain English with consideration to the College accessibility guidance.</p> <p>Positive impacts across all protected characteristic groups:</p> <ul style="list-style-type: none">• Having all services on one platform should improve the customer experience for everyone• Digitalisation enables us to provide a more flexible and responsive service for all• For those facing barriers to using the system, a single digital platform will increase opportunities for representatives and community groups to support customers to access what they need.

By law we must meet the requirements of the Equality Act 2010 including the Public Sector Equality Duty. Please give due regard to the following when completing an EIA;

- 1: Does the policy/practice eliminate discrimination, harassment and victimisation?
- 2: Does the policy/practice promote equality of opportunity?
- 3: Does the policy/practice promote good relations?

Protected Characteristic	Commentary <i>For each protected characteristic provide a commentary of impact. If a negative impact occurs, consider the following;</i> <ol style="list-style-type: none"> 1. Change the policy so impact is no longer negative 2. Justify why it has to be done e.g. health and safety legislation 3. Consider how you are going to mitigate the impact
Age <i>Someone belonging to a particular age, or range of ages</i>	Possible negative impact Accessibility issues, e.g. older customers without the appropriate skills to navigate the system To mitigate this, training will be provided and ongoing support will be available.
Care Experienced <i>Someone who has been or is currently in care or from a looked-after background at any stage in their life. This includes adopted children who were previous looked-after.</i>	No negative impact
Marriage/Civil Partnership <i>Married couples and civil partnership should be treated the same on a wide range of matters</i>	No negative impact
Race <i>Refers to a group of people defined by their race, colour and nationality (including citizenship) ethnic or national origins</i>	Possible negative impact in relation to language for users whose first language is not English To mitigate negative impact for speakers of other languages, the service should comply with the Public Sector Website and Mobile Application Accessibility Regulations (2018). All content should be created in Plain English with consideration to the College accessibility guidance.
Sexual Orientation <i>A persons sexual and/or romantic attraction to other people, or lack thereof</i>	No negative impact

<p>Disability <i>A physical or mental impairment which has a substantial and long-term adverse effective on a person's ability to carry out normal day-to-day activities</i></p>	<p>Possible negative impact Accessibility issues for disabled users.</p> <p>To mitigate negative impact for disabled users, the service should comply with the Public Sector Website and Mobile Application Accessibility Regulations (2018).</p> <p>All content should be created in Plain English with consideration to the College accessibility guidance.</p>
<p>Gender identity/ reassignment <i>The process of transitioning from one gender to another (can include changing names, pronouns, dressing differently, medical intervention and living in their self-identified gender)</i></p>	<p>No negative impact</p>
<p>Pregnancy/maternity <i>Refers to being pregnant and the period after birth (linked to maternity leave in the employment context)</i></p>	<p>No negative impact</p>
<p>Religion or Belief <i>Religious and philosophical beliefs, including lack of belief (atheism)</i></p>	<p>No negative impact</p>
<p>Sex <i>Gender assigned at birth</i></p>	<p>No negative impact</p>
<p>Employment or Trade Union Membership</p>	<p>No negative impact</p>
<p>Past Criminal Convictions</p>	<p>No negative impact</p>
<p>Poverty or Deprivation</p>	<p>Possible negative impact: Poor broadband connectivity linked with poverty and/or deprivation</p> <p>To mitigate the impact, the service will be accessible from the Borders College sites where internet access is provided.</p>

Owner:	
Date initiated:	
Consultation:	<i>Which groups were consulted with in the development of this EIA?</i>
Signature (Owner)	Suzan Bell
Signature (Equalities Officer)	
	Date 22/08/2022
	Date 22/08/2022

Please return the completed Equality Impact Assessment to the Equalities Officer (abrydon@borderscollege.ac.uk)