

Engagement PDG Customer Access Strategy November 2013

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Broad Principles

How we will behave with customers

- Deliver what we promise consistently
- Put ourselves in our customers' shoes
- Improve by listening to our customers
- Resolve customer queries in quickest way possible
- Put things right when we get it wrong

How we will manage customer access

- Provide clear information about our services to all
- Ensure consistent quality for all access methods
- Have a single view of the customer
- Support vulnerable customers or complex queries
- Enable "digital by preference" access to key services



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Key outcomes

- Customers influencing more the way that our services are delivered
- The customer seeing us as one organisation and the council seeing them as one customer.
- Clear and consistent customer standards whatever the access channel.
- Resolution at first point of contact wherever possible.
- An effective website with end to end functionality for service requests.
- Interaction between council and customers to be “digital by preference”
- Consistently improved performance against an agreed relevant suite of measures.
- Support for vulnerable customers/complex issues
- Ability to predict future demand of customer need
- Better handling of customer feedback and real learning from our mistakes.
- Focus on reducing the cost of customers interactions



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What's happening generally

- 83% households have internet with 73% accessing every day
- Many organisations digital by default
- Growth of more automated telephony e.g. Voice recognition
- Use of Smart phones has rocketed
- Use of mobile devices to schedule home calls e.g. delivery, utilities



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Other councils

- Use of apps
- 28 transactions online saved £170,000
- Another 5% reduction in calls year on year
- Some “aggressive” channel shift strategies
- Many partner with IT firms
- Accelerating due to budget reductions



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Our customers

- CSC over 85,000 calls in 2012/13
- Over 100,000 in our other call centres
- Face to face 20,000 in Grantham and 10,000 in area offices
- New Bourne service on track to double previous numbers
- Emails – 6726 in CSC and 14,593 in R&B – elsewhere?
- Web - 408,648 visitors in 2012/13 (most popular = planning, building control & WaR) 36,000 payments
- Web – 5000 service requests



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Our residents

- Citizen's Panel – 60% had contacted council in last year
- Phone 61.7% and face to face 16%
- Preferred phone 55% and face to face 10%
- 13% - depends on reason
- Only 58% knew could report a problem
- Only 45% knew they could request a service
- 90% access to internet, 40% smart phones
- So, capability & aptitude for channel shift



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Our technology

- Review of our core systems and there were concerns about CRM plus 5 others
- Different telephony across the organisation and we may not be maximising deployment
- Had a number of presentations & proposals but needed an "honest broker"
- Foresight Consulting are doing short piece of work to help scope an action plan



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Our model



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How we will measure success?

- Continuing high level of satisfaction from customers
- Face to face important for vulnerable customers but seek to improve efficiency
- Telephony more consistent offer and reduce costs using “friendly” technology
- Improve online functionality to cover 75% services



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Next steps

- PDG for consultation in November and Cabinet for formal approval in December.
- Need to communicate to staff
- Need to market existing offer to residents
- Need to identify supporting IT and resources
- Develop detailed action plan to support including communication of approach to our customers once approved



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