



# Customer Strategy

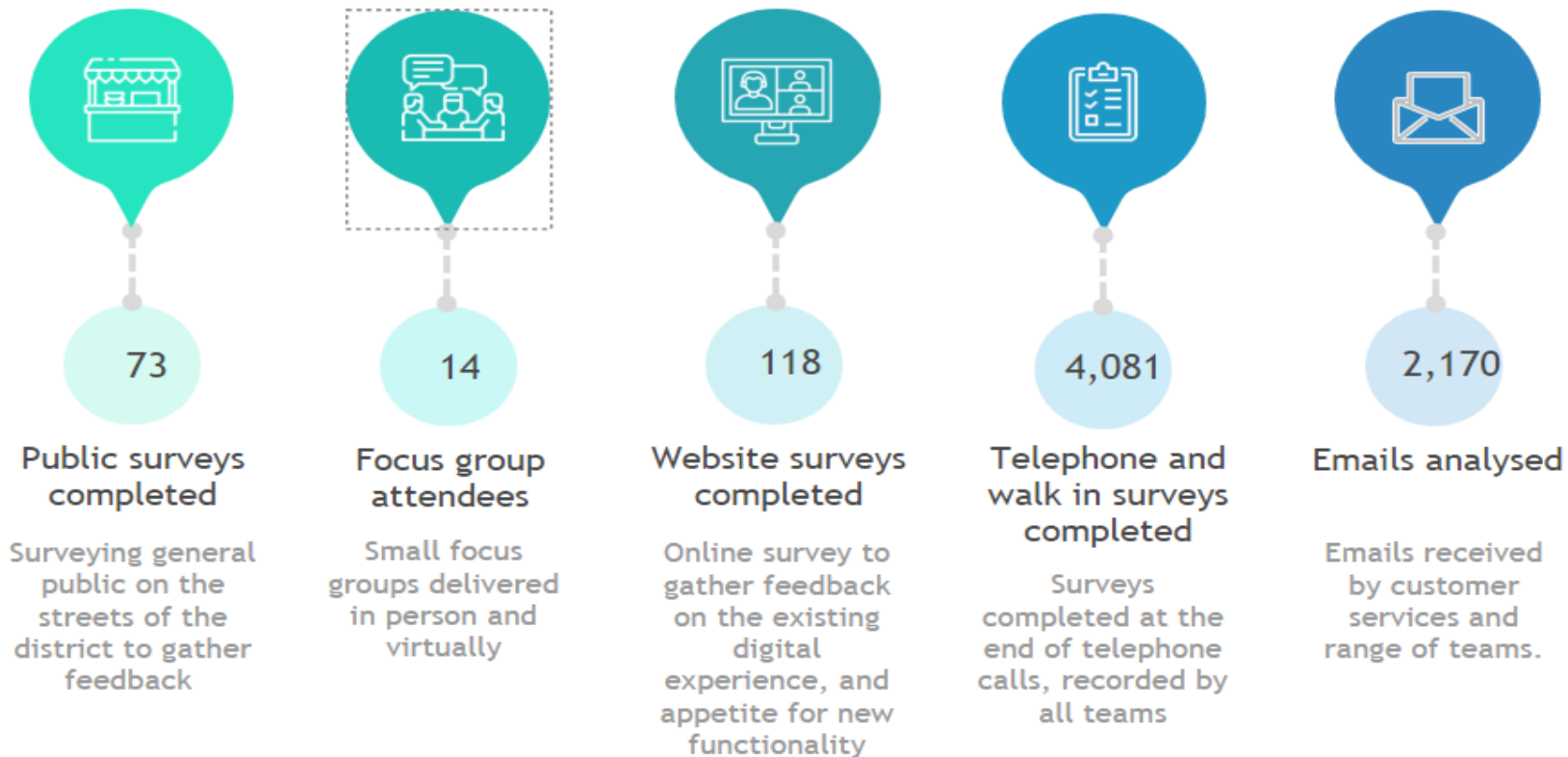
March 2024

# Background

- Corporate Plan
  - People theme
    - Put the customer at the heart of what we do
    - Investing in our people and services to meet customer needs
- Transformation
  - 4 challenges – financial, modernising services, capacity and environment
  - One of the 4 key themes – Customer and Digital
  - 3 objectives:
    1. Our customers will be at the heart of our digital-by-design approach
    2. We will use data and insight to plan services, manage performance and direct our focus for transformation
    3. We will have the right systems, processes and devices to ensure work can be done in the right place, right time and the most efficient way

# Journey so far – customer insight

- Ignite research – what did we do?



## Staff involvement

- Change Champions
- Customer Services
- Team briefings
- Service Managers

# What did the insight tell us?

- The website survey showed that 84% agreed it was easy to find the service or information they were looking for
- In the telephone surveys we asked the question ‘What made you call today instead of using an online service?’ and of the 1300 people who answered the question, 47% told us they could not find, or do what they needed to online, causing them to call
- 9% of those who called told us they did not have access to the internet or tools
- 10% told us they weren’t comfortable using online services
- Customers don’t mind an automated response, but they want it to include a timeframe and to stick to the timeframe



# Customer strategy themes

## Outcomes

Understand

Experience

Access

Trust

## Principles

We will put the customer at the heart of what we do

We will provide our customers with a consistent experience through all interactions with us

We will utilise technology to meet customer needs whilst maintaining existing channels

We will use data to shape and improve service delivery

## Our promise

we will listen and learn

we will be clear with you

we will be open, honest and respectful

we will always take responsibility

----- Corporate Standards -----

# Our approach to accessing services

Digital by  
desire

Easy to access

Meet  
customer  
needs

Keep  
customers  
informed

Minimise  
email and post

Digitise  
payments

# Customer Strategy

- Developed a draft strategy
- Actions to achieve principles
- Work with ICT on digital priorities
- Agree timeline/milestones
- Staff consultation
- Scrutiny Panel and Cabinet Approval
- Comms and embed strategy

Any questions or feedback?