

CUSTOMER EXPERIENCE STRATEGY

2019-2023 (Appendix A)



The action plan (Appendix A)

Priority 1 - Digital by default

Action	Description	Success	Target Date
Increase availability and range of online forms	Transfer all internal and external paper forms online removing inefficiencies in processes. Identifying service areas that are currently not available online	<ul style="list-style-type: none"> ■ Improved customer satisfaction ■ Increase accessibility for customers to self-serve ■ Reduce avoidable contact ■ Remove back office inefficiencies 	
Increasing customer access online	Undertake process reviews for each service area with the customer at the forefront of how services are delivered (i.e. payments and requests).	<ul style="list-style-type: none"> ■ Improved customer satisfaction ■ Increase accessibility for customers to self-serve ■ Increase first point resolution ■ Reduce avoidable contact ■ Remove back office inefficiencies 	
Improve and increase information available for customers to self-serve online	Review all the Councils webpages and FAQs to reduce the need of posting letters, distribution of leaflets and any other correspondence.	<ul style="list-style-type: none"> ■ Achieve first point resolution ■ Improved customer satisfaction ■ Reduce avoidable contact ■ Reduce back office administrative tasks and costs ■ Reduce customer contact via telephone and face-to-face ■ Reduce transaction costs 	
Customer to be provide documentation online	Customer can upload evidence online, which will integrate into back office electronic filing systems.	<ul style="list-style-type: none"> ■ Achieve joined up working ■ Improved customer satisfaction ■ Increase accessibility for customers to self-serve ■ Increase channel shift migration ■ Reduce avoidable contact ■ Reduce customer contact via telephone and face-to-face ■ Reduce duplication 	
Promoting online services	Migrating telephone and face-to-face contact to online Services through promotion (emails, URLs, Social media, Contact center).	<ul style="list-style-type: none"> ■ Improved customer satisfaction ■ Increase accessibility for customers to self-serve ■ Increase channel shift migration ■ Increase flexibility ■ Reduce avoidable contact 	

The action plan

Priority 2 - First point resolution

Action	Description	Success	Target Date
Develop further end-to-end system integrations	The customer will be able to fully self-serve online and be able to complete service requests with no back office intervention.	<ul style="list-style-type: none"> ■ Improved customer satisfaction ■ Increase accessibility for customers to self-serve ■ Reduce back office hand offs ■ Reduce customer contact via telephone and face-to-face ■ Remove back office inefficiencies 	
Sharing of information across the council	Service areas to share information so that the customer only supplies their documentation once. Or if hold the information can this be obtained direct from the department without asking the customer	<ul style="list-style-type: none"> ■ Achieve joined up working ■ Improved customer satisfaction ■ Increase first point resolution ■ Reduce customer contact via telephone and face-to-face ■ Reduce duplication ■ Reduce repeat requests 	
Remove the use of complicated terminology in correspondence to customers	Review all letters, leaflets and correspondence to ensure that online access is promoted. Review location of phone number and information included on headed paper. Using electronic streams instead of letter correspondence.	<ul style="list-style-type: none"> ■ Increase channel shift migration ■ Increase the Councils reputation ■ Reduce back office administrative tasks and costs ■ Reduce printing and postage costs 	
Reduction in back office hand offs	Customer Services having the ability to implement and action customer requests at first point of contact, reducing the need for back office hand offs.	<ul style="list-style-type: none"> ■ Improved customer satisfaction ■ Increase first point resolution ■ Reduce back office administrative tasks and costs ■ Reduce back office hand offs ■ Reduce transaction costs ■ Remove back office inefficiencies 	

The action plan

Priority 3 - Online access to Council services 24/7

Action	Description	Success	Target Date
Explore the Implementation the use of web chat	Provide an additional online stream for customers to obtain real time information by using web chat.	<ul style="list-style-type: none"> ■ Customers can obtain information out of hours ■ Improved customer satisfaction ■ Increase accessibility for customers to self-serve ■ Increase first point resolution ■ Reduce customer contact via telephone and face-to-face ■ Reduce transaction costs 	
Provide online payment options for all services	Allow customers to pay upfront for services and to setup direct debits online.	<ul style="list-style-type: none"> ■ Reduce avoidable contact ■ Reduce printing and postage costs ■ Reduce transaction costs ■ Remove the need to send paper invoices ■ Reduce back office administrative tasks and costs 	
One account to access all Council services	Allow the customer to access all of their individual accounts online through a single sign on or clear redirects from the my.threerivers platform.	<ul style="list-style-type: none"> ■ Achieve joined up working ■ Customers can obtain information out of hours ■ Improved customer satisfaction ■ Increase access of information in one location ■ Reduce customer contact via telephone and face-to-face ■ Reduce duplication 	
To investigate the possibility of a front facing GIS system	Provide an additional on-line stream for customers to obtain information	<ul style="list-style-type: none"> ■ Reduce avoidable contact ■ Reduce back office administrative tasks and costs ■ Reduce customer contact via telephone and face-to-face ■ Reduce transaction costs ■ Increase first point resolution 	

The action plan

Priority 4 - Maximising the use of technology

Action	Description	Success	Target Date
Optimise the use off all social media streams to proactively engage with customers	Promote and communicate the Councils services across social media (i.e. Facebook and Twitter).	<ul style="list-style-type: none"> ■ Improved customer satisfaction ■ Increase accessibility for customers to self-serve ■ Increase the Councils reputation ■ Keeping the customer up to date ■ Reduce customer contact via telephone and face-to-face 	
Increase digital Communication	Transferring correspondence to customers by using other digital streams (i.e. SMS messaging, email, webchat).	<ul style="list-style-type: none"> ■ Customers can obtain information out of hours ■ Increase accessibility for customers to self-serve ■ Keeping the customer up to date ■ Reduce printing and postage costs ■ Reduce transaction costs 	
Maximise the use of the Councils ICT systems	Services utilising existing ICT systems instead of purchasing new ones.	<ul style="list-style-type: none"> ■ Achieve joined up working ■ Increase access of information in one location ■ Reduce duplication ■ Remove back office inefficiencies 	
All Council ICT systems to have self-serve capabilities	New systems need to have self-serve integrations capabilities with My ThreeRivers so the customer is able to access all services through one account.	<ul style="list-style-type: none"> ■ Achieve joined up working ■ Customers can obtain information out of hours ■ Increase accessibility for customers to self-serve ■ Increase first point resolution ■ Reduce transaction costs ■ Remove back office inefficiencies 	

The action plan

Priority 5 - Maximising the use of technology

Action	Description	Success	Target Date
Review how we use our current space	Improving our office space to assist in facilitating channel shift and improve working environment	<ul style="list-style-type: none">■ Reduction in empty office space■ Number of meeting rooms increased■ Creating a modern, flexible and welcoming reception area■ Improve room booking facility	