

Customer Update

ITEM 4 - LATE ITEM

June 2017

Overview and Scrutiny

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Our Vision

“Working with you to deliver customer focussed services”

The way in which our customers access services will increasingly be online. By 2020, 70% of the council’s contact with customers will be online, with appropriate support provided for those unable to access our digital services. Help to access digital information and services will include supporting customers to use their own equipment, such as laptops, tablets and mobile phones, or to use equipment in Council locations, such as local libraries. Help to access digital services will promote self-resilience and enable people to take a more active role in supporting their local communities.



What are customers telling us

I want to access more services on-line

Can you keep me updated with progress?

Why do I have to repeat myself?

There is too much information on the website – I couldn't find what I was looking for.

When I got through to the right person I got a great service

If you had told me that in the first place I wouldn't have wasted my time

The new on-line service is simple to understand, direct and free of waffle

I want to contact you at a time and in a way that is convenient for me

2020 Customer

Do it **online**
Apply / Book / Pay / Report

 **North Yorkshire**
County Council

Our customer design principles

Design with our customers and build on 10 fundamental design principles to achieve the outcomes



1. Start with customer needs

2. Do less

3. Design with data

4. Do the hard work to make it simple

5. Iterate. Then iterate again

6. Build for inclusion

7. Understand context

8. Build accessible services, not websites

9. Be consistent, not uniform

10. Make things open: it makes things better

Approach

- Review all services and create end to end customer journeys across all channels
- Priority projects have been identified based on volume, current customer experience and cost.
- On-line services moved to the customer portal product
- Other channels supporting on-line through channel migration
- Telephony and face to face providing a safety net for on-line – supporting customers to go on-line through assisted digital or providing access to services through these channels.
- Design with customer using story boards and prototypes to test design before costly investment in development
- Continual improvement using customer voice information which has been developed for each service that has gone live
- NYCC currently has a number of on-line services performing well i.e. school admissions so these area's will be addressed as current systems contracts expire.



Services Launched Last year – How are they performing?

Customer Portal

- 8 Services Launched in the Customer Portal
- 7,340 customers registered, 534 in last month
- 13,030 online service requests, 1013 in last month- back up to expected levels
- 61% of portal service requests done on-line by customer
- 2907 (39.6%) opted in to receive marketing e-mails

Single View of a Customer

- Improved customer data quality
- Less customers created in the CRM system daily
- Clean data provides opportunities for integration –internally and externally

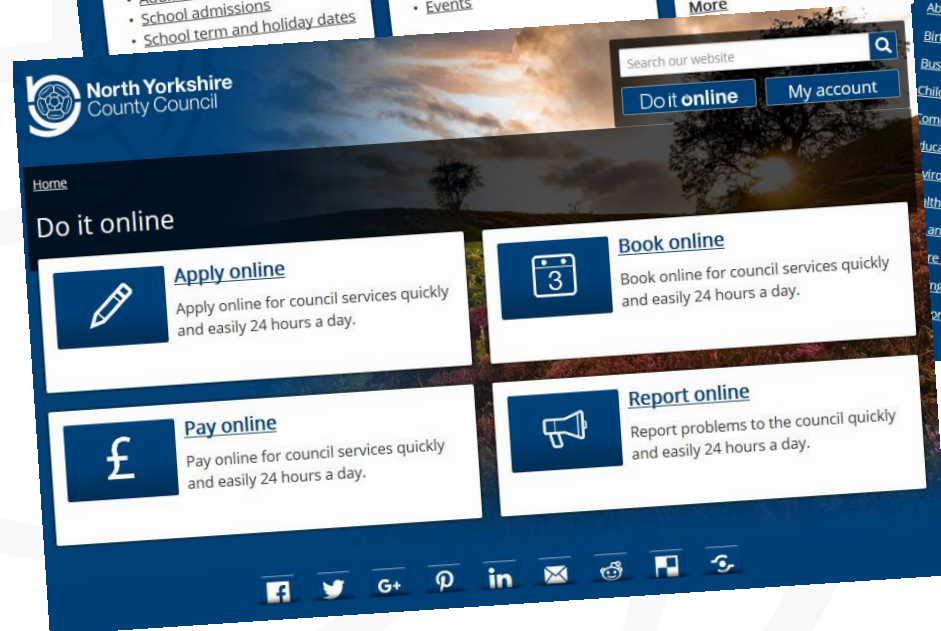
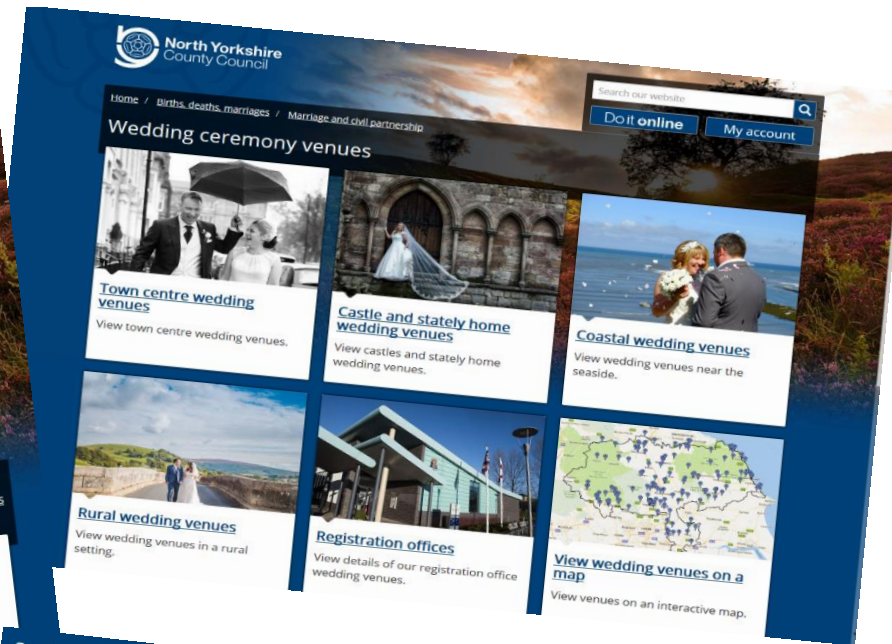


On-going Enabling Projects from 16/17

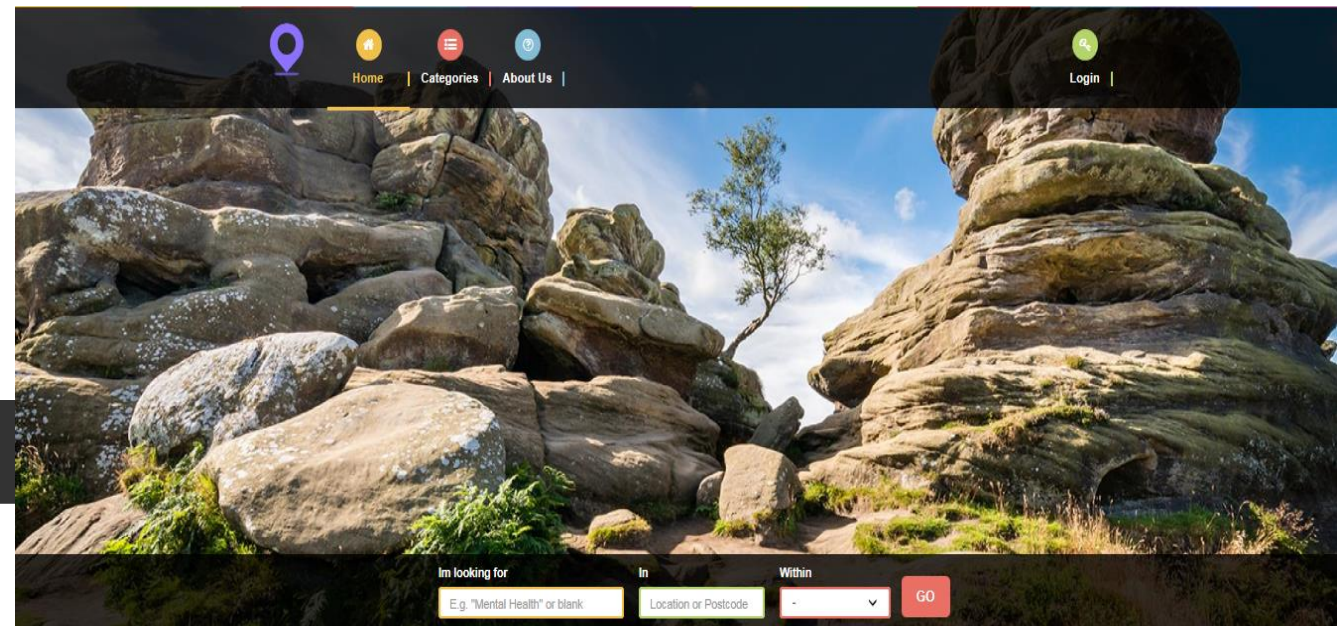
- Digital Communications
- Community Directory
- Website Platform
- Parish Portal
- Social Media Channel in the CRC
- Corporate Measure for Customer Satisfaction
- Face to Face Offer – Pilot in Selby
- On-line training package for customer
- Classroom Training for all front line staff to support channel migration
- Bring your own device training
- Payment options – pay at point of purchase over the phone
- Standard approach to verification and eligibility



Our new public website



North York's Connect - Community Directory



Categories

-  **Activities**
-  **Advice and Support**
-  **Attractions and Places to Visit**
-  **Business and Jobs**
-  **Charities**
-  **Children and Families**
-  **Community and Environment**
-  **Education and Learning**
-  **Food and Drink**
-  **Health and Live Events**
-  **Housing and Homelessness**
-  **Local Offer**

Local Offer

Yatton House Print Service

The Yatton House Print Service social enterprise offers a bespoke print service within Yatton House that serves the printing needs of the local community and areas surrounding Great Ayton.

Categories:
Local Offer [Read More](#)

Selby Garden Enterprise

Selby Garden Enterprise offers a practical gardening and landscaping service for residents and businesses in the Selby area, whilst providing supported training and work experience for adults with phy

Categories:
Local Offer [Read More](#)

Purple Patch Arts

The Purple Patch Arts social enterprise works to improve the lives and life chances of people living with learning disabilities, mental ill health or dementia by running arts workshops, lifelong learn

Categories:
Local Offer [Read More](#)

Pioneer Projects (Celebratory Arts) Ltd

The Pioneer Projects social enterprise is based at Looking Well Studios and works across Craven to provide opportunities for the whole community, including people with disabilities and mental health p

Categories:
Local Offer [Read More](#)

Paperworks (Harrogate) Ltd

Paperworks provide work experience and practical skills training for adults with a range of extra needs, including disabilities.

Categories:
Local Offer [Read More](#)

Orb Community Arts

The Orb Community Arts project works with a positive mental health focus to support vulnerable people who are suffering social and economic exclusion to grow in skills and confidence and have more opp

Categories:
Local Offer, Education and Learning [Read More](#)

Customer Engagement



The Customer Portal



BETA [What does this mean?](#)

BETA [What does this mean?](#)

Available services ▾ [Help](#) [Log in](#)

[Menu](#) ☰

My account login

My account login

Sign in

Sign in

Enter your username and password to access your account.

Enter your username and password to access your account.

Username

Enter your 'my account' username (email address).

Username

Enter your 'my account' username (email address).

Password

Enter the password that accompanies your username.

Password

Enter the password that accompanies your username.

[Log in](#)

[Log in](#)

[Forgotten your password?](#)

You can request a password reset here.

[Forgotten your password?](#)

You can request a password reset here.

Register for an account

Benefits of registering


The main benefit of registering for an account is that updates will be sent by email, which means you will no longer need to contact us to be kept up to date.

Other benefits

- Track progress of your reports, applications, bookings, payments and requests;
- View details of any future contact with us;
- Online forms are pre-filled with your personal details;
- Save partially completed forms and return to them later;
- Help us make savings by becoming more efficient;
- Enable us to keep accurate information about you in accordance with the Data Protection Act 1998. This information will only be used in accordance with our [privacy statement](#).


[Register](#)

Available services




Highway services

Access our online highway services to report a highway issue, including: reporting a pothole; street light problem; or pavement issue.



Social care services

Access our range of online social care services, including: requesting and registering an emergency card.



Pay for a blue badge parking permit

Once you have applied for a blue badge parking permit, you can use this form to pay for the permit.

The available services and closer look at a service request

What does this mean?

Account history Your details Help Log out

Account history

Any previous transactions from the 'my account' service will appear below. Click an item below to view more details.

Service ↑↓	Status ↑↓	Last Updated ↓↑
Highway Faults Report	Service fulfilled	27/10/2016
Highway Faults Report	Service fulfilled	27/10/2016
Highway Faults Report	Service fulfilled	10/10/2016
Highway Faults Report	Service fulfilled	10/10/2016
Highway Faults Report	Service fulfilled	10/10/2016

Filter by service

Filter by status

Showing 1 to 5 of 6 entries

[Previous](#) [Next](#)



Parish Portal - Ability to Add Photo/Document

BETA [What does this mean?](#)

[Available services](#) [Your details](#) [Help](#) [Log out](#)

[My account](#) / [About the street light problem](#)

About the street light problem

Problem type

Please select the problem with the street light.

Intermittent fault

Create a custom reference for your records (optional)

Here you can create a custom reference you would like. If you do not change anything it will default to the below reference.

Intermittent fault - Constantine Avenue - 9

Contact telephone number (optional)

We will not contact you unless we require further information.

01609779912 - home

[Add a phone number](#)

Attached files

[Remove file] - parish_portal.png ✓

[Attach files](#)

Your selected street light

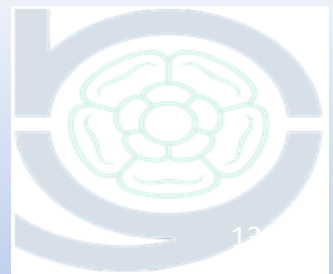
Column number: 9 Owner: North Yorkshire County Council
Address: Constantine Avenue, Colburn Hours of operation: Off from midnight to 5am

[Submit problem](#)

Attached files

[Remove file] - parish_portal.png ✓

[Attach files](#)



Customer Themes RAG

Theme Work Streams	Status Comments	Overall RAG Status
Data	<u>Projects</u> Customer Insight and Customer Voice Single View of a customer Open data platform Data standards	Amber
Customer Engagement, Communications and Marketing	<u>Projects</u> Campaign Management Digital Communication Channels Information and Content Management- Terms and conditions- Marketing tool kit	Amber
On-line Services	<u>Projects</u> Customer Portal Community Directory Website	Amber
Face to face access channel	<u>Projects</u> Face to face customer offer Face to face network Channel Migration Customer Strategy	Green
CRC access channel	<u>Projects</u> Web chat Contact Centre Improvement Project Contact Centre of the future Social Media – Service Delivery	Amber

Project Name	2017						
	Directorate	Status	May	June	July	August	September
Online Channel (inc. Parts II & III)	HAS	PM: Cath Ritchie			Stakeholder Engagement		
Registrars	CS	PM: Rosa Hadjiska	Copy cert module to SIB Out to tender	New Contract signed		Delivery	
Corporate Learning Platform	CYPS	PM: Claire Cooper	Telephone Service Go-Live in the CSC	On-line Service - re-define			
Parish Portal P2	BES	PM: Emma-Jane Lickiss	Go Live	Closure			
HWRC - online content	BES	PM: Wendy McDonnell					
CYPS - New ways of communicating with customers	CYPS	PM: Vicki Connelly	Development of Red Bag Functionality	Go Live with Replacement Site	End Stage Review		
IPT English Concessionary travel scheme (ENCTS support systems)	BES	PM: Michael Sinnot	Portal interface/CMS/ Card Bureau	Go-Live	End Stage Review		
Paid travel permits - School Transport	Cross-Cutting		1st Phase - Changes to Service – Go live 11th May				
Digital Comms	CS	PM: Matt Burrows	Procurement completed				
Community Directory	CS	PM: Alice Batley		Go Live			
Web chat	CS	PM: Cath Ritchie			Product Testing	Definition	
Website Development	Customer	PM: Matt Burrows		Go Live		Closure	
CRC Improvement	CS	TBC	Start of Definition				

Support for customers who can't access services online

Face to Face Network

- Currently based on Library re-configuration
- Pilot for Selby – due for Launch Mid July
 - How people access council information providing a range of IT devices
- Face to face provision has been considered more widely across reception, other authority buildings and partner buildings.

Face to Face Offer

- Face to face offer being developed on the current library offer recognising the new partnership with communities
- Additional include – bring your own device, Use of mobile devices in libraries, supporting technology - Wi-Fi. Further developing libraries in accessible community spaces.



Channel Shift Strategy

- Workforce development
 - Culture change training
 - Bring your own device
 - New on-line training
- Customer Strategy – Wider consultation now completed and final version due July 2017

Assisted Digital

- Review of pilot with adult learning to create a more flexible offer
- Volunteer role and support package now in place
- Links between Volunteers and digital neighbours



Recent visit to Leeds - Learning

- Further ahead in the development of the face to face provision
 - Most libraries converted to one stop shops
 - One stop shops allow you to access lots of services i.e registers, Jobs, benefits
 - All had private interview space
 - All had a counter space
 - All had IT suites
 - Delivery of difficult messages in the open space.
 - Triage system for a “meet and greet” then send people into the right area
 - 15,000 visitors a week
- Not as advanced in terms of their on-line offer
 - Not as much on-line
 - Not much multi skilling in the customer service centre
 - Monitoring and reporting not as advanced
 - Website not in-house and that’s limiting



Next steps – Face to face

- Directorates/service define requirements for face to face
- Role out the training for staff and volunteers
- Obtain agreement for different levels of face to face offer
- Look wider than Library where appropriate to provide face to face access
- Continue to refine collection of service data and service activity.
- Initial stages of discussion with NHS librarians with a view to improving awareness and access to health information

