

# Customer Update

March 2018

## Overview and Scrutiny

Julie Blaisdale  
Programme Sponsor

Sarah Foley  
Customer Programme Manager

# Customer Theme - 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.



How is the Customer Programme progressing towards its target?

By 2020 70% of transactions with the NYCC will  
be done on-line

Improve customer satisfaction in the service  
we deliver

# Services now live in the customer portal

## Highways – 5 services

- Report a pothole
- Flooding and Drainage
- Trees and vegetation
- Footpaths
- Street Lights
- Carers Emergency Card
- HAS screening tool
- Pay for a Blue Badge

## New Services since June 2017

- Older persons bus pass
- Disabled bus pass
- Book an appointment to register a birth
- Book an appointment to register a death

12 services  
now live in  
the customer  
portal



# Customers can now apply for an older person and disabled bus pass on-line

## Senior person's bus pass

Older people of pensionable age are entitled to a bus pass giving free off-peak travel on local bus anywhere in England.

### Eligibility

To be eligible for an older person's bus pass, you must:

- be a North Yorkshire resident; and
- reach the female [state pension age](#).

See the further information section below to check whether you are eligible.

### Apply for your first bus pass

Before applying online, please ensure you have the following to hand otherwise you will not be able to apply online:

- a digital passport quality photo to upload to your application;
- a valid email address; and
- your supporting evidence of age and address. See further information section below for more details.

[Apply for your first bus pass](#)

### Renew your bus pass

We will automatically renew your senior persons bus pass **if it expired after 31 July** in the post before your old one runs out. Please make sure we have your correct address about any changes [please contact us](#).

**If your bus pass expired before August 2017**, you will need to follow the instructions at the top of this page

BETA

Available services Account history Your details Help

My account / Apply for an older person's bus pass

What does this mean? Log out

## Apply for an older person's bus pass

### Proof of age

In order to verify that you are entitled to an older person's bus pass, we need you to provide us with digital proof of your age.

Please attach one of the following pieces of evidence:

- a state pension letter;
- an NHS medical card;
- an NHS letter;
- a prescription;
- a firearms certificate;
- a winter fuel allowance letter;
- your birth certificate;
- your social security pension card;
- your free TV licence;
- your European Health Insurance Card.

Your evidence must show your name and date of birth.

[Continue](#)

[Back](#)

Attached files

Click or tap on the 'Attach files' button to browse for your file.

[Attach files](#)

Customers can now upload documents – evidence for eligibility

# Customers can now book an appointment to register a birth or death online.

## Registering the birth of your baby

Book an appointment online to register the birth of your baby and get a birth certificate. The appointment to register your baby is accurate. The registration is a legal record and you can [make any corrections](#).

**Book an appointment**  
Please book an appointment by using our online booking system. You can use our online booking system. If you prefer, you can [book a birth](#) and miss out on the benefits of having an appointment.

## Book an appointment to register a birth

### Appointment details

Select a suitable appointment by selecting your preferred date and time.

Select a different day

Thursday	1 March 2018
3:20pm to 3:40pm	
3:30pm to 3:50pm	
3:40pm to 4pm	
3:50pm to 4:10pm	
4pm to 4:20pm	
4:10pm to 4:30pm	
4:20pm to 4:40pm	
4:30pm to 4:50pm	
4:40pm to 5pm	

Customers can select a date and time to suit them

## Registering a death

Find information to help you register a death and book an appointment online. At this distressing time, you can register a death as easily as possible through the process of registering a death. The registrar will see you privately to ask for details about the person who has died. The registration is accurate because the register entry is a legal record and you may also be a [fee charged to make any corrections](#).

You can register a death within five days, unless the [coroner is conducting an investigation](#) when the registrar will see you privately to ask for details about the person who has died. The registration is accurate because the register entry is a legal record and you may also be a [fee charged to make any corrections](#).

### Register a death

Register a death at the office and ensure you will have documents from the doctor or that you have them before you make a booking. The appointment will take about 30 minutes. It is open 9.30am to 5pm, seven days a week.

[Register a death](#)

You can register a death [without registering for an account](#), but please be aware that you will not receive a confirmation email of your appointment.

# Progress against target since June 2017

First service went live in the customer portal in Aug 2015

Of the services that have been improved by the Customer Theme,  
**59%** of requests from customers are now on-line

Increase of **137%** Service requests

Increase of **141%** New customer portal accounts





## Accumulative Volumes Since Launch

Service	Go Live	% On-line	Total on-line
Pot holes	Aug-16	60%	5317
Trees and vegetation	Aug-16	24%	966
Footpaths	Aug-16	43%	991
Flooding	Aug-16	25%	1302
Street Lighting	Apr-16	74%	8240
Carers Emergency Card	Sept-15	62%	1316
Adult Screening Tool	Sept-16	53%	659
Blue Badge Payments	Apr-16	20% on-line 34% reduction in cheques	3248
Older persons bus pass	Aug-17	35%	949
Disabled bus pass	Aug-17	25%	407
Death appointment (live 2 months)	Jan-18	18%	130
Birth appointment (live 3 weeks)	Feb-18	68%	156
Parish Portal	Jun-17	56%	615
Post		Saving from Blue Badge and Carers Emergency Care	
Total		59% (overall based on volumes on-line and on other channels)	



# Customer Service Centre Overview

- Volumes of Contacts Annually - **455,000**
- Increase in Children's Social care **26%**
- Increase in Health and Adult Social Care of **10%**
- Introduced a telephone channel for older persons bus pass in the centre

## Face to Face

- Increase in IT queries and support – assisted digital
- Reduction of Older Persons Bus Pass applications and renewals



# Customer Theme Approach

- Review all services and create customer journeys from a customer perspective
- We priorities projects based on volume, feedback from customers and cost.
- We will move services on-line and into the customer portal
- We will support our customers to use the services available on-line
- Telephony and face to face providing a safety net for on-line – supporting customers to go on-line or providing access to services through these channels.
- We will design with customer using story boards and prototypes of new products and services to test the design with customers before costly investment in development
- We will continual improvement services using customer feedback from our customers
- We currently have a number of on-line services performing well i.e. school admissions so these area's will be addressed as current systems contracts expire.



# Overall Customer Benefits

## Reduction in service delivery times

- 2 week reduction for a blue badge from 5 weeks to 3 weeks
- Senior Person Bus pass from 10 days to 5 days

## Improved website – information and advice

- Winter weather 20% reduction in calls in similar events
- 300,000% increase in web hits on the school's closure page



# What next?

- Book and plan a wedding on-line
- Apply for or renew a blue badge On-line
- Report a fault on a public right of way
- Report a lost or stolen bus pass and apply for a new one



# Next steps

Continue to run marketing campaigns

Continue to listen to our customers

Continue to review the progress of comparator councils to help our learning and to provide reassurance.



# Members contribution

- Members help and assistance in the continued development of the customer theme
- O and S engagement over the next 12 - 18 months



# Questions

