Customer Update

March 2018

Overview and Scrutiny

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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

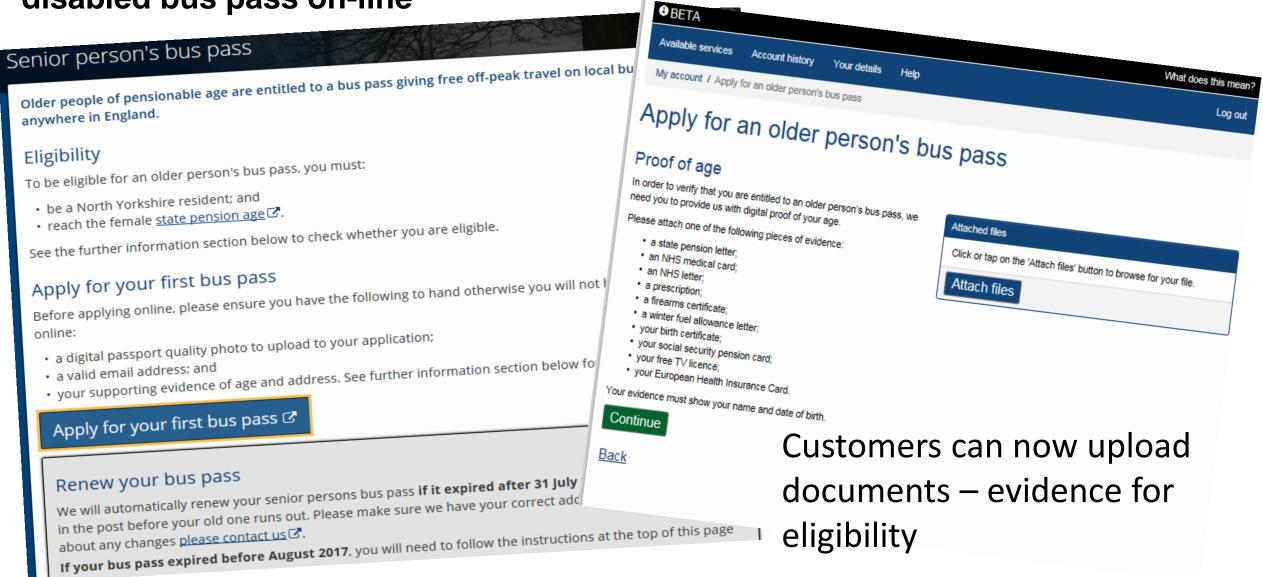




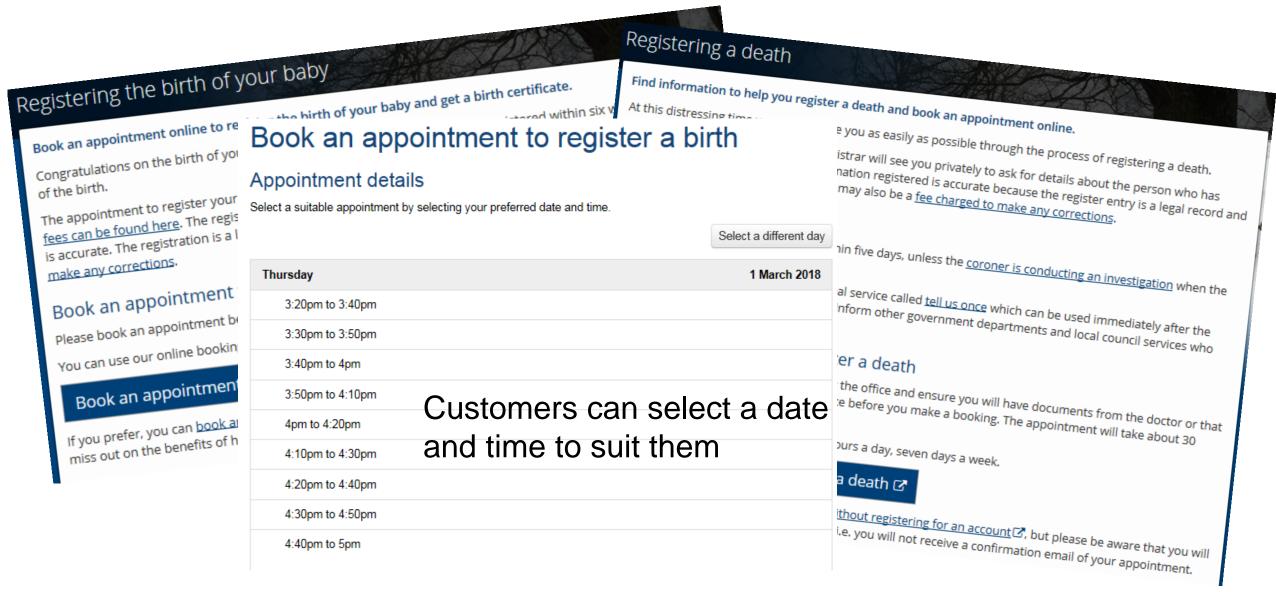
12 services now live in the customer portal



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



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



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

Aug-16	60%	5317
Aug-16	24%	966
Aug-16	43%	991
Aug-16	25%	1302
Apr-16	74%	8240
Sept-15	62%	1316
Sept-16	53%	659
Apr-16	20% on-line	3248
	34% reduction in cheques	
Aug-17	35%	949
Aug-17	25%	407
Jan-18	18%	130
Feb-18	68%	156
Jun-17	56%	615
	Saving from Blue Badge and Carers Emergency Care	
	59% (overall based on volumes on-line and on other channels)	
	Aug-16 Aug-16 Aug-16 Apr-16 Sept-15 Sept-16 Apr-16 Aug-17 Jan-18 Feb-18	Aug-16 24% Aug-16 43% Aug-16 25% Apr-16 74% Sept-15 62% Sept-16 53% Apr-16 20% on-line 34% reduction in cheques Aug-17 35% Aug-17 25% Jan-18 18% Feb-18 68% Jun-17 56% Saving from Blue Badge and Carers Emergency Care

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 is 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