**North Yorkshire County Council**

# Customer update

November 2019

| | |
|---|---|
| Total Telephone CSC Service Requests | 9441 |
| Customer Telephone Service Requests Minus Professional Contacts | 5361 |
| Online Service Requests | 4553 |
| Total Customer Service Requests | 9914 |
| % Service Request online | **46%** |
| 2020 Customer target | 70% |

Carers Emergency Card

Disabled Buss Pass

Older Persons Bus Pass

HAS Online Assessment

HAS Online Financial Assessment

Birth Registration

Death Registration

Notice of Marriage

Item 6
HWRC Permit

Street lighting

Pot Holes

Flooding

Footway Fault

Highways Fault

Tree, Vegetation, Grass

Blue Badge

North Yorkshire County Council

## Number of cases by subject

| Subject Name by Directorate | # Cases |
|---|---|
| HAS Social Care front-door | 4,444 |
| CYPS Social Care front-door | 2,348 |
| CS Registrars | 1,783 |
| CS Blue Badge | 1,366 |
| BES Transport services | 1,356 |
| BES Street Lighting | 951 |
| BES Roads | 792 |
| BES Waste | 780 |
| BES Flooding and Drainage | 563 |
| NYC_Social Care | 534 |
| CS Technology and Change Management | 429 |
| CS Finance | 334 |
| HAS Care and Support Local Teams | 321 |
| CS Social Care front-door | 264 |
| BES Pavement Condition | 223 |
| CS Employment Support Service | 218 |
| CYPS Admissions and Transport | 217 |
| BES Road Works | 214 |
| BES Licences | 191 |
| BES Tree Vegetation and Grass Cutting | 175 |
| BES Network Strategy | 155 |
| BES Planning | 154 |
| CS Local Assistance Fund | 150 |
| Portal | 148 |
| CYPS Adult Learning and Skills Service | 140 |
| BES Integrated Passenger Transport | 136 |
| Highways | 134 |
| BES Signs and Illuminated Signs | 99 |
| CYPS Inclusive Education Service | 91 |
| County Searches | 81 |
| CSC HARA | 81 |
| CYPS Healthy Child Team | 75 |
| BES Parking and Waiting Restrictions | 72 |
| CYPS Safeguarding | 64 |
| External Waste | 64 |
| HAS Screening Tool | 64 |
| BES Countryside Access | 62 |
| External Government Agencies | 51 |
| External Revs and Bens | 47 |
| Carers Emergency Card | 44 |
| External Environmental | 44 |
| BES Business and Consumer Services | 43 |
| CS Legal and Democratic Services | 43 |
| CYPS Prevention | 41 |
| BES Street Works | 40 |
| CRC Frontline | 38 |
| **Total** | **20,389** |

## Number of cases by outcome grouping

**Outcome Grouping**
- Administration
- Other
- Providing a Service
- Providing Information

Values: 254, 42, 9,021, 9,960
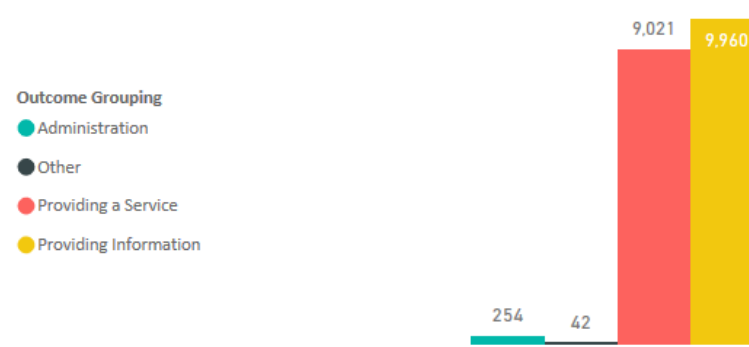
## Monthly trend and % Month-on-Month variance

- Increase
- Decrease
- Total

| Apr-19 | Aug-19 | Jul-19 | Jun-19 | May-19 | Nov-19 | Oct-19 | Sep-19 | Total |
|---|---|---|---|---|---|---|---|---|
| 0.00% | -6.06% | 13.25% | -8.43% | 5.96% | -54.29% | 7.30% | 10.05% | -32.22% |
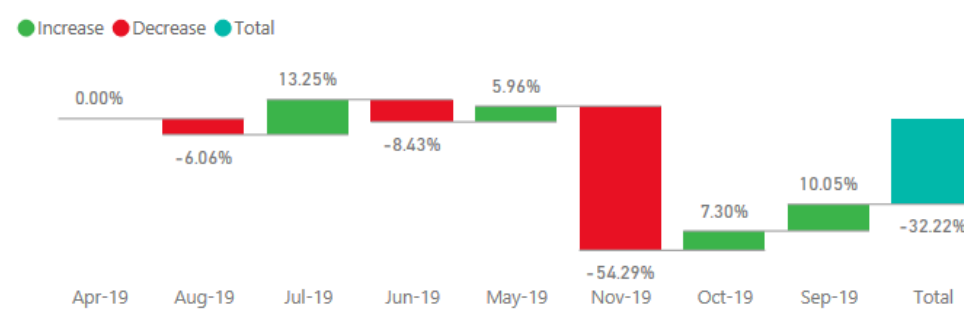
## Number of cases by date and outcome grouping

**Outcome Grouping**
- Administration
- Other
- Providing a Service
- Providing Information

Values: 498, 410, 778, 716, 745, 829, 637, 725, 671, 581, 466
14, 85, 18, 27, 3, 14, 2, 52, 20, 4, 2, 3, 15, 116, 22, 11, 3, 15

Dates: 03 Nov, 10 Nov, 17 Nov
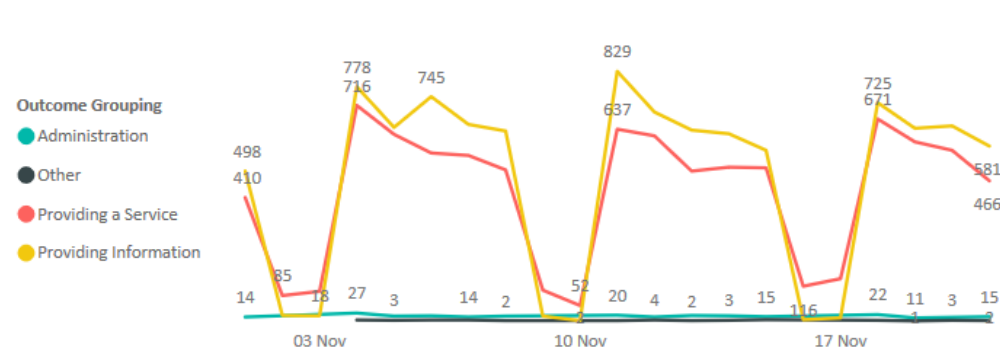
## Select Date Range

01/11/2019 — 22/11/2019

## Filter by Directorate

| BES | CSD | HAS |
|---|---|---|
| Commercial | CYPS | Other |

**20,389** — # Cases this period

**31,459** — # Cases Previous Month

Search

## Number of cases by channel

| Channel | Value |
|---|---|
| Voice In | 14,351 |
| WEB | 3,305 |
| e-mail In | 2,029 |
| Webchat | 361 |
| Voice Out | 223 |
| (Blank) | 81 |
| Mail In | 33 |
| Face2Face | 6 |
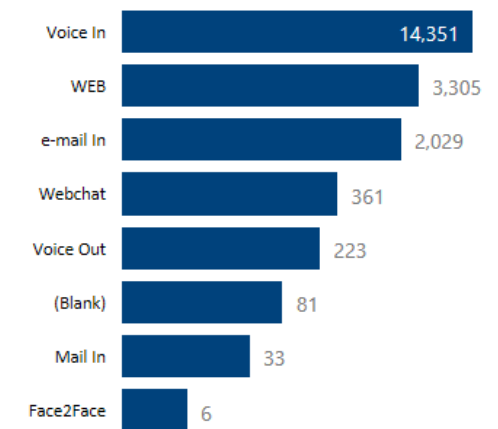
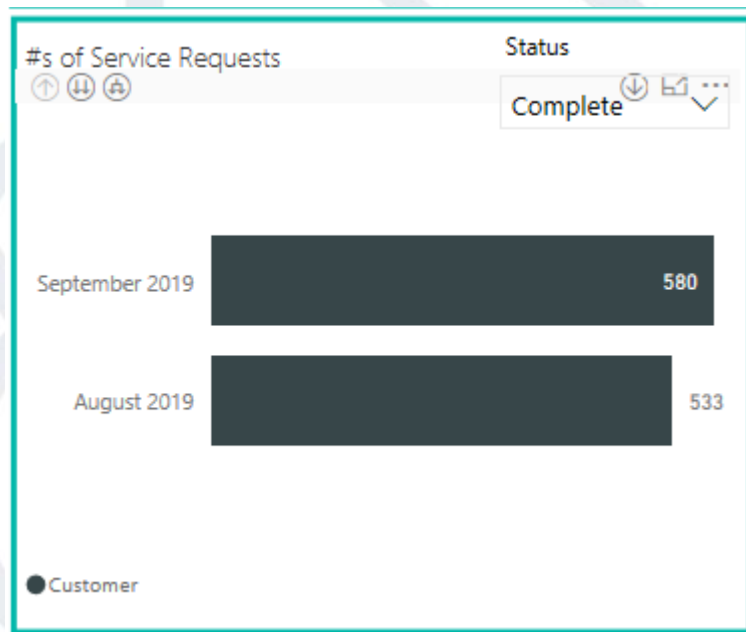# HWRC Commercial Vehicle Permits (Aug-Sep)

Social media message views – 14,117
Web page views – 6,412

75% increase in page views compared with Aug/Sep 2018.

## Service requests 2019

# Street lighting – clocks changing

**Facebook –** 10,005 views

**Twitter –** 15,334 views
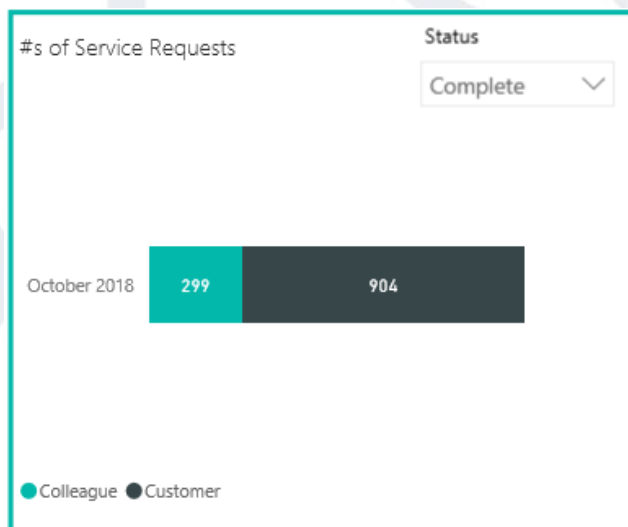
**Instagram –** 717 views

**Total – 26,056**



North Yorkshire CC
@northyorkscc

After the clocks changed this weekend you may notice some of our part-night #streetlights 💡 switch off earlier than expected.
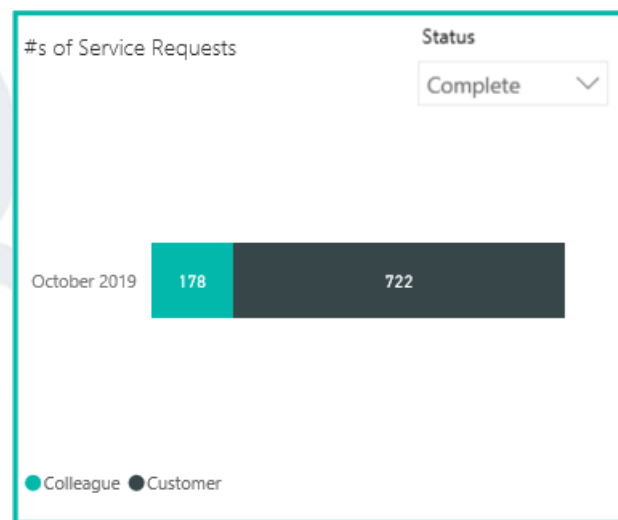
They will recalibrate on their own over the next couple of weeks. There's no need to report it to us unless the problem lasts beyond two weeks.

Service requests October 2018



#s of Service Requests

Status
Complete

October 2018    299    904

●Colleague ●Customer

Service requests October 2019



#s of Service Requests

Status
Complete

October 2019    178    722

●Colleague ●Customer

Street Lighting Calls



Sept: 188 (2018), 85 (2019)
Oct: 272 (2018), 152 (2019)

■2018 ■2019

# Blue Badges

**Twitter –** 17,705 views

**Website page views** – 5,878

**Increase on October 2018 –** 76%

## Service requests 2019
## 833 Blue Badges issued in October



Monthly Completed Portal vs Phone Applications

- Portal Applications
- Phone Applications

Aug-19: 97.44%
Sep-19: 97.89%
Oct-19: 97.29%
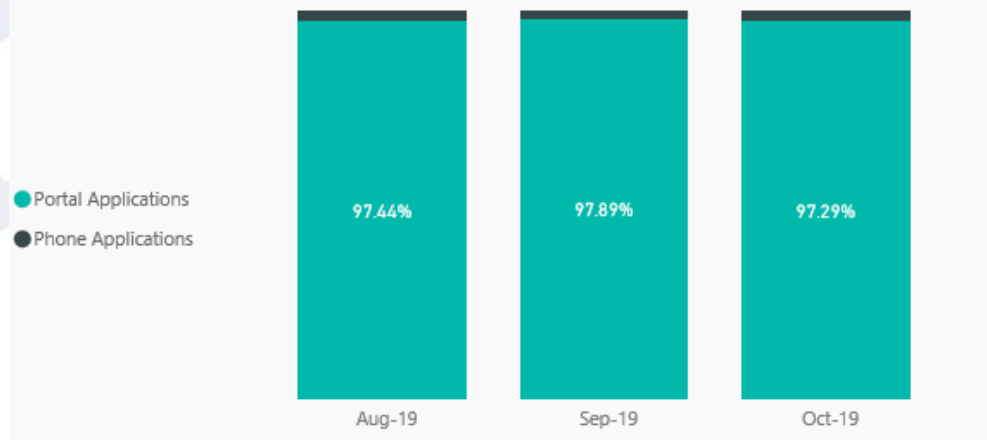


North Yorkshire CC @northyorkscc · 21h
Need a new blue badge? Apply for or renew a blue badge on our website 24 hours a day at a time to suit you. #DoItOnline
northyorks.gov.uk/blue-badge-par...



Blue Badge Calls

Sept: 984
Oct: 1087

Call Volume / Month
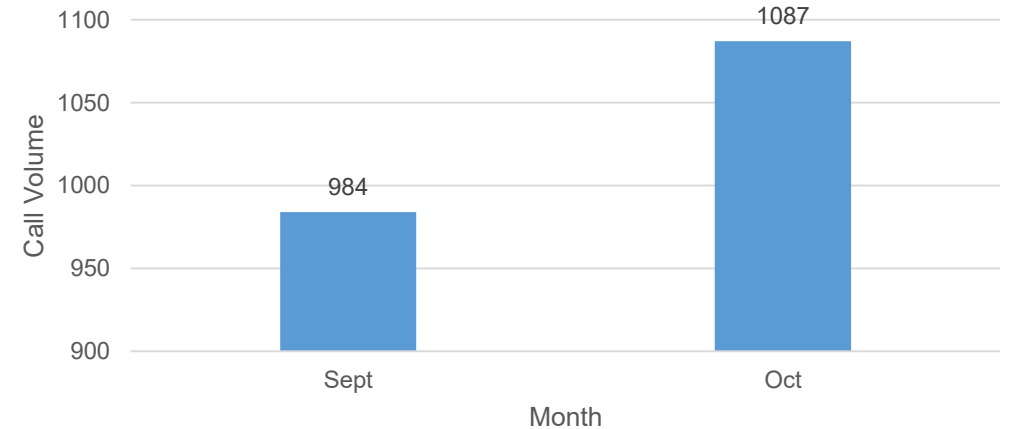
# Website Overview Oct 2019

1,048,049 page views with 55,546 (5%) visits to the homepage and 23,184 (2%) using the site search. Top ten areas by visits:

| August 2019 | | September 2019 | | October 2019 | |
|---|---|---|---|---|---|
| Search and apply for a job | 23,219 | UCI | 372,703 | Libraries | 52,501 |
| UCI | 22,534 | Jobs and careers | 49,202 | Jobs and careers | 46,454 |
| Roadworks | 18,552 | Libraries | 29,097 | My Account | 16,634 |
| Libraries | 18,411 | Roadworks | 22,002 | School term/holidays | 16,358 |
| Jobs and careers | 15,969 | My Account | 18,118 | Apply for a school place | 15,084 |
| School term/holidays | 14,872 | School term/holidays | 14,910 | Roadworks | 12,851 |
| My Account | 13,207 | School admissions | 12,726 | School admissions | 12,677 |
| Roadworks Map | 11,335 | Apply for a school place | 12,307 | Roadworks map | 9,180 |
| Libraries – browse items | 8,563 | Contact Us | 9,187 | Libraries – browse items | 8,969 |
| Whitby Park and Ride | 7,660 | Libraries – browse items | 8,741 | Contact Us | 7,627 |

# Communications Marketing/Campaigns

The overarching customer communications marketing/campaign plan and calendar are published and in use as a means of monitoring/trend/data analysis and informing planning, channels and message.

## Oct 19

**Customer Targeted Campaigns:**
- Street Lighting (clocks go back)
- Reduce, Reuse, Recycle (awareness)
- School Admissions

**Social Media Activity:**
- **BAU- see calendar**
- Brexit
- Local democracy week

## Nov 19

**Customer Targeted Campaigns:**
- Deaths
- Older persons bus pass
- Street Lighting (clocks go back)
- School admissions

**Social Media Activity:**
- **BAU- see calendar**
- Winter weather/maintenance

## Dec 19

**Customer Targeted Campaigns:**
- Older person's bus pass
- Wedding registrations
- Deaths
- School admissions

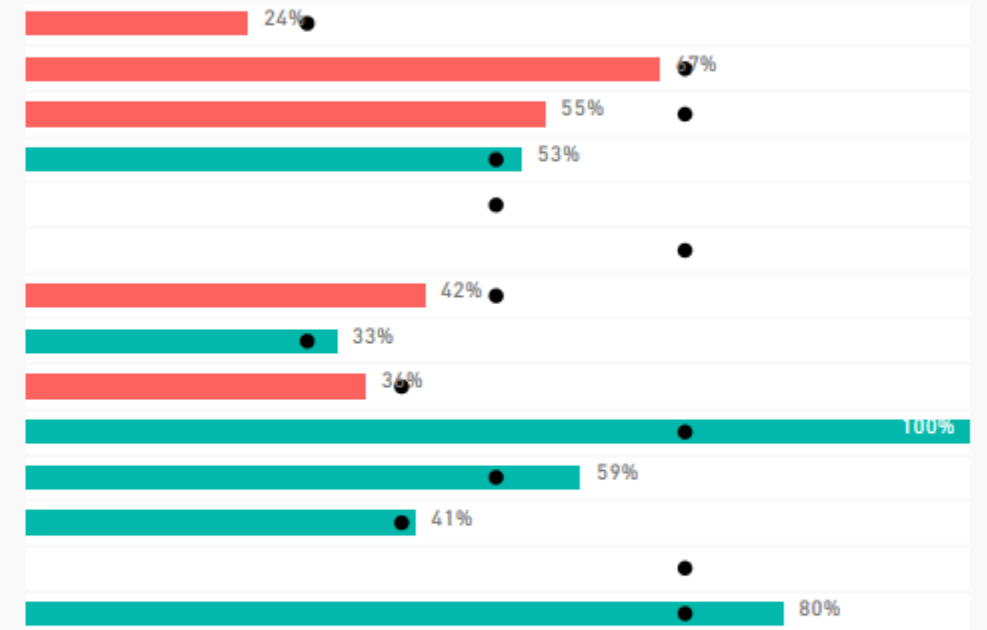**Social Media Activity:**
- **BAU- see calendar**
- Winter weather/maintenance

# Customer Portal



3,047 new account registrations in October (2018 avg. 1,394)

Total to 52,049 customer accounts by the end of October

4,727 service requests made in October (2018 avg. 2,678), 3,423 of these by registered users

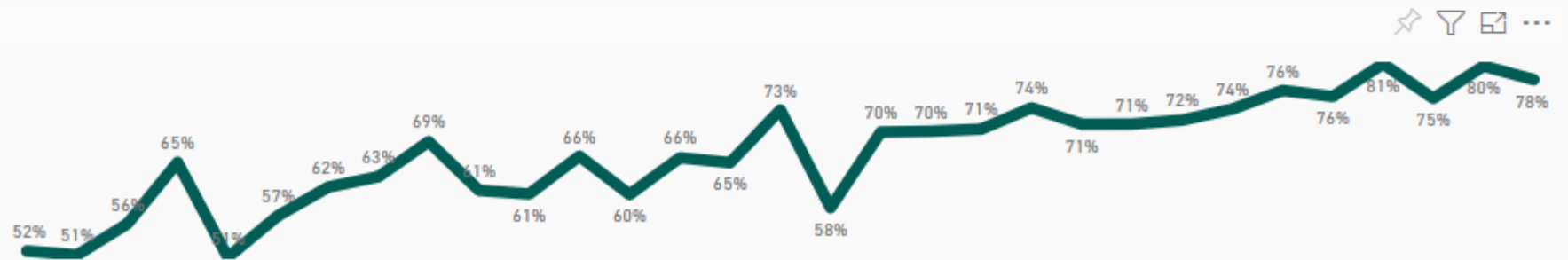1002 new subscriptions to marketing emails in October, which is 33% of all registrations.
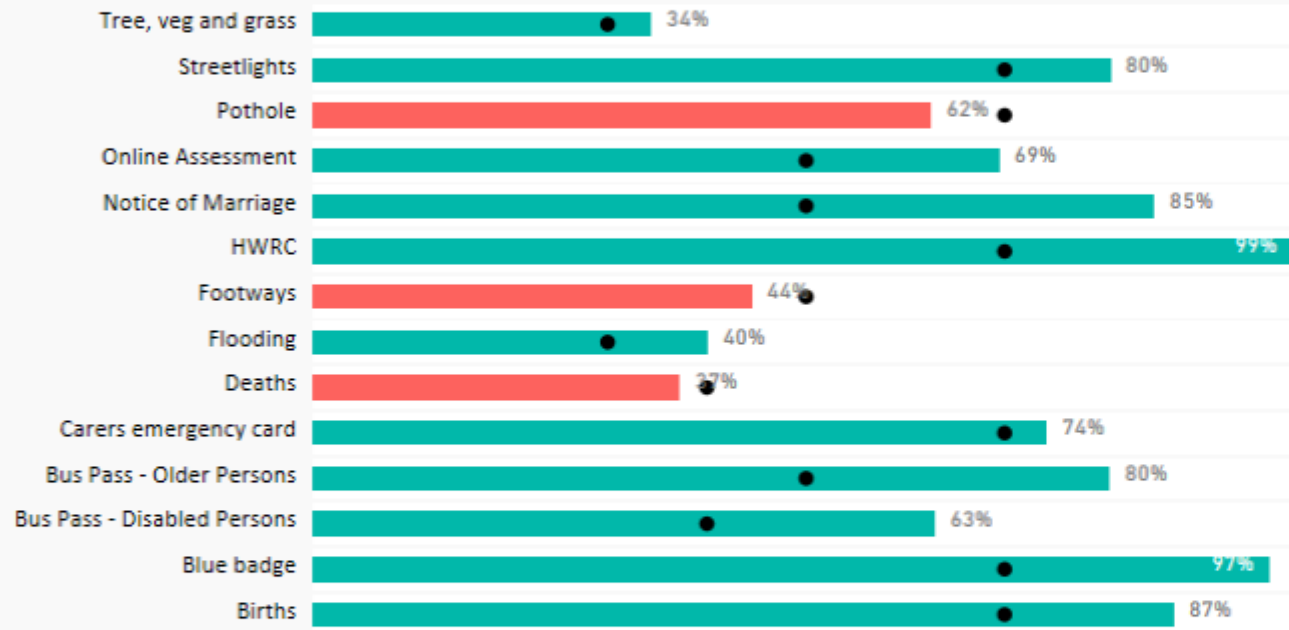
# September Customer Portal - KPI Summary

North Yorkshire County Council

Reset Filters

## Last Months Performance

| Service | Value |
|---|---|
| Tree, veg and grass | 32% |
| Streetlights | 76% |
| Pothole | 56% |
| Online Assessment | 67% |
| Notice of Marriage | 79% |
| HWRC | 100% |
| Footways | 51% |
| Flooding | 41% |
| Deaths | 37% |
| Carers emergency card | 66% |
| Bus Pass - Older Persons | 94% |
| Bus Pass - Disabled Persons | 83% |
| Blue badge | 98% |
| Births | 84% |

## Last Year Performance

| Service | Value |
|---|---|
| Tree, veg and grass | 24% |
| Streetlights | 67% |
| Pothole | 55% |
| Online Assessment | 53% |
| Notice of Marriage | |
| HWRC | |
| Footways | 42% |
| Flooding | 33% |
| Deaths | 36% |
| Carers emergency card | 100% |
| Bus Pass - Older Persons | 59% |
| Bus Pass - Disabled Persons | 41% |
| Blue badge | |
| Births | 80% |

**Overall Digital demand, Trend over 2 years**

52% 51% 56% 65% 51% 57% 62% 63% 69% 61% 61% 66% 60% 66% 65% 73% 58% 70% 70% 71% 74% 71% 71% 72% 74% 76% 76% 81% 75% 80% 78%
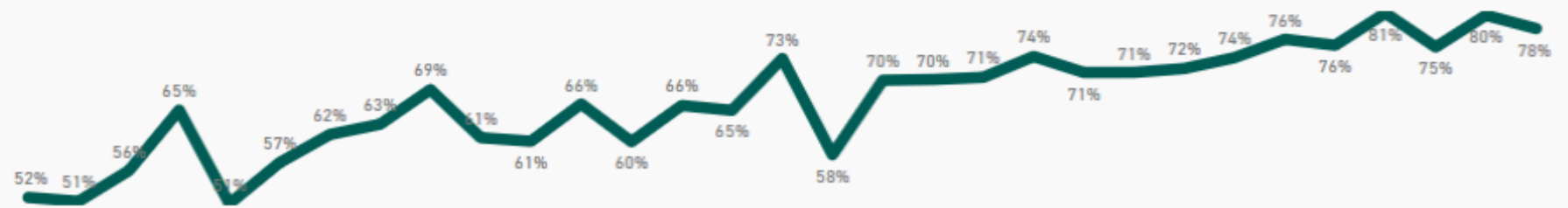
Of services that are digital, this is the month on month trend of demand of services online.

# Reduction in performance of concessionary bus pass

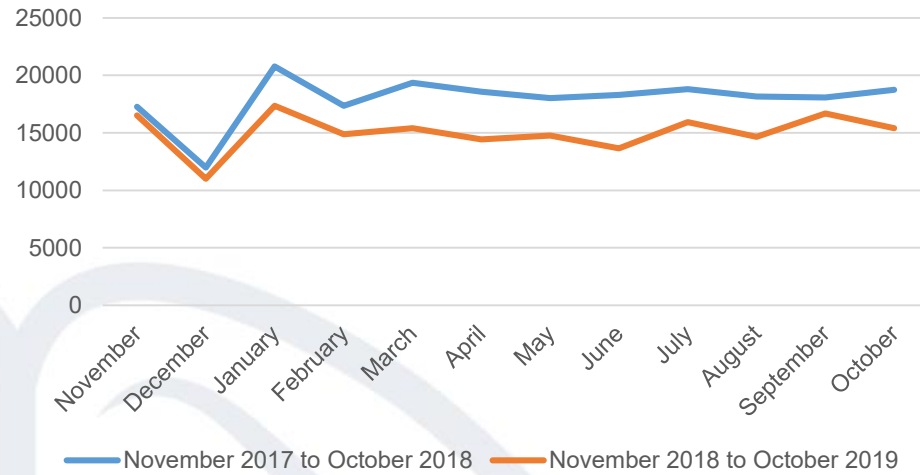| 01.10.19 – 04.10.19 | 07.10.19 – 11.10.19 | 14.10.19 – 18.10.19 | 21.10.19 – 25.10.19 | 28.10.19 – 01.11.19 | Overall for October |
|---|---|---|---|---|---|
| 97.96% | 25.19% / 74.81% | 41.00% / 59.00% | 10.13% / 89.87% | 15.38% / 84.62% | 19.34% / 80.66% |
| Oct-19 | Oct-19 | Oct-19 | Oct-19 | Oct-19 | Oct-19 |
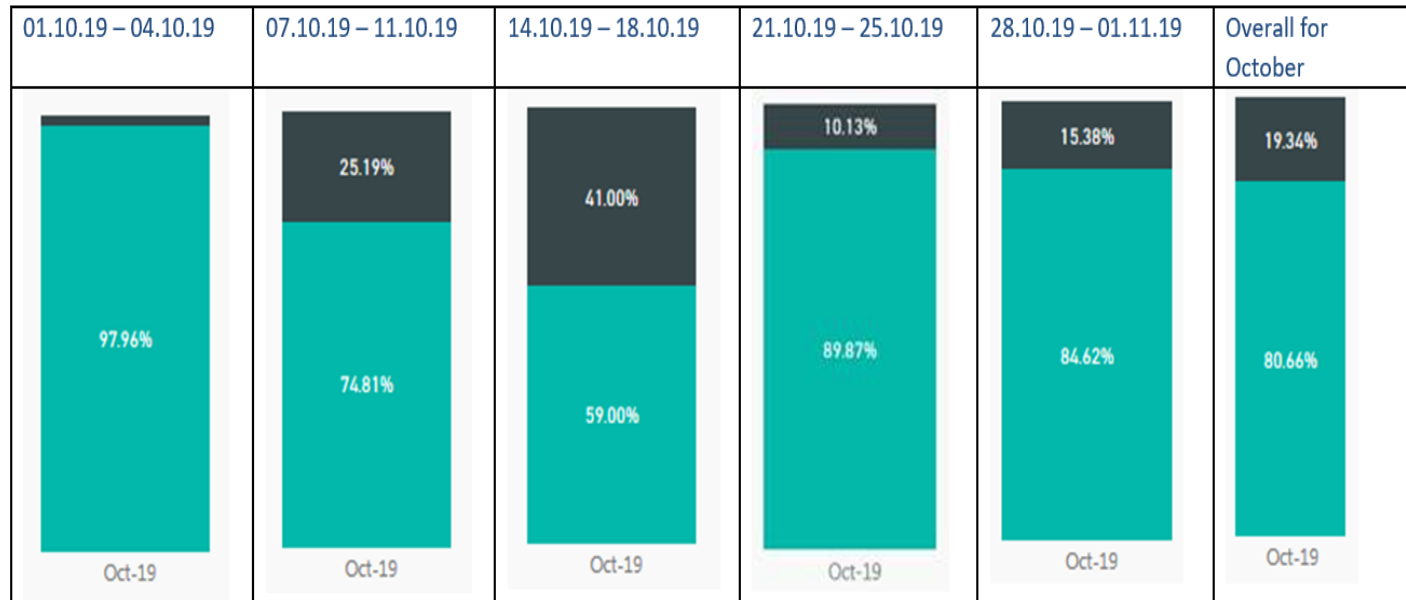
- Clearing Back Logs
- Gazetteer Issue
- Domain Black Listing

- On-line performance to be checked daily to spot changing trends quicker
- Continually learning - cause and effect – What activity can impact on On-line performance

**North Yorkshire County Council**
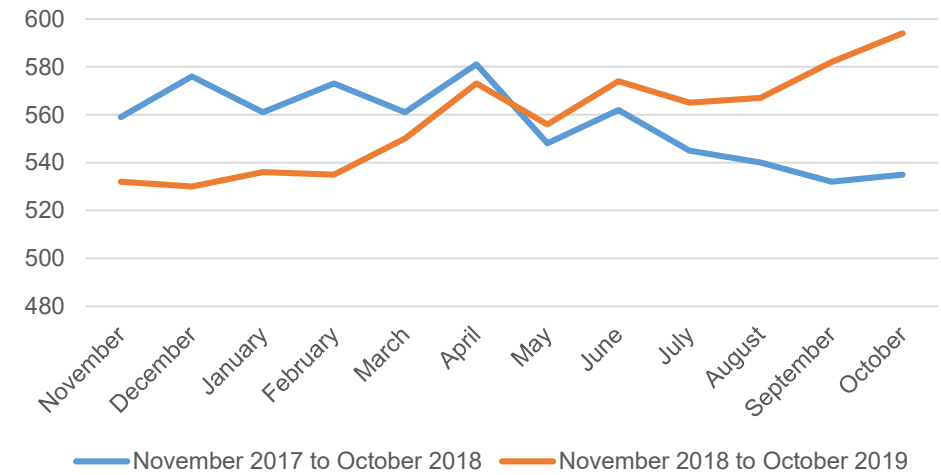
# CSC Frontline Story

Frontline Calls Offered
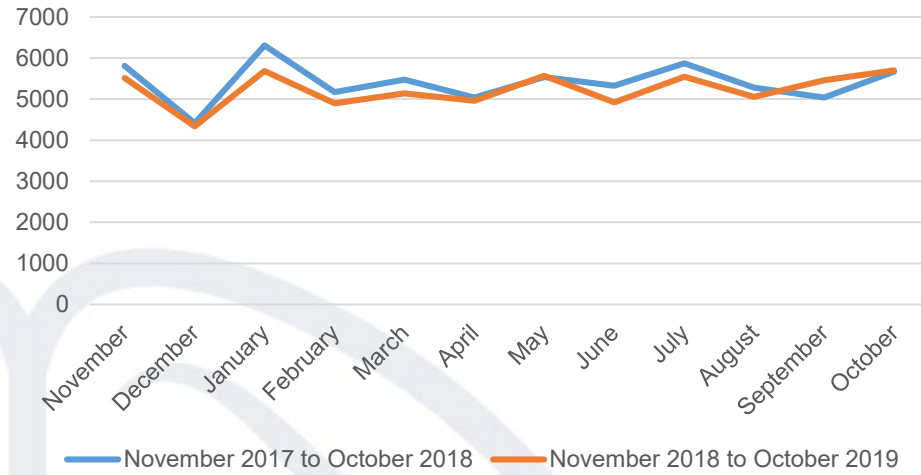
Frontline Average Handling Time
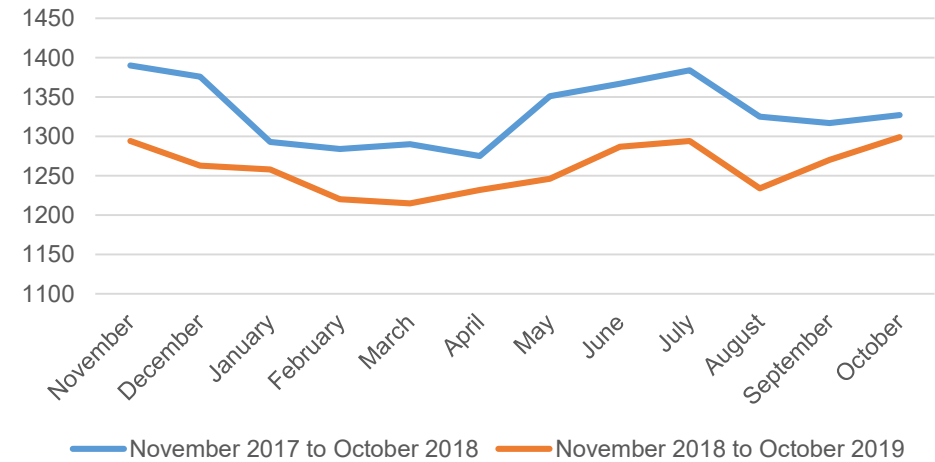
Frontline Average Speed of Answer

# CSC Social Care Story



Social Care Calls Offered

Social Care Average Handling Time

Social Care Average Speed of Answer

# I'm calling because…

| Blue Badge – Top 3 | % calls | Recommended Change/ Test |
|---|---|---|
| My badge has expired and I need to renew | 28 | Specific message on IVR. If badge has expired quickest way is online. We aim to renew badges in 2 weeks…comms around how you can help family reapply |
| My badge has expired and I need to renew/ online issue | 17 | Specific message on IVR and wider marketing explaining the benefits of renewing on-line. Review portal support process in CRC and better analyse issue they are having setting up account. More messages about getting friends and families helping you apply on-lime |
| You left me a message to call back. (need further work) | 17 | Review of current processes requiring a call back to a customer.  How can we improve? |
| Bus Pass – Top 3 | % calls | Recommended Change/ Test |
| I need to renew my disabled bus pass | 22 | Specific message on IVR. Quickest way to renew is online. We aim to renew pass in 2 weeks if you still qualify… Friends and family can support. |
| I've changed my address | 22 | Customer have to call to change address, can't be done in the portal and feed other LOB systems.  All manual processes. |
| I've lost my bus pass – when is the work planned in? | 17 | Online process being developed for lost/ stolen/ damaged. |

| HWRC – Top 3 | % calls | Recommended Change/ Test |
|---|---|---|
| Can I take…to HWRC? | 17 | Specific message on IVR – direct to website.   Future AI option. |
| I'm not happy I need to register my vehicle when my rubbish is not commercial | 17 | HWRC site staff to reassure customer why important.  Key messages on the website – Why is it important. |
| What time does…open? | 17 | Specific message on IVR. |

# Top 3 web chats October

Registrars Book a Ceremony
Customers contacting CSC for information on Ceremony fees and how to book a registrar and notice of marriage information.

BES Transport services
Customers querying age and disabled bus pass new applications and replacements

BES Waste
Customers querying what is accepted waste at HWRC and how to apply for new HWRC vehicle pass

# Online forms migration update

# Starting position

➤ 70 customer forms available on the website which enable customers to transact with us online/self serve.

➤ 29 of those 70 forms were allocated to the online forms migration project to be rebuilt in an accessible format, resulting in improved customer experience, increased online take-up, streamlined interaction, efficiencies in fulfilment and removal of legacy systems.

➤ All forms to go live by March 2020.

| Form type | Number of forms |
|---|---|
| Complex forms – require customer account and lagan integration- potential change to fulfilment process | 19 |
| Simple forms - managed as simple rebuild, as there is limited business change required and can use existing components and defined business process | 10 |

# Contact Us form

- Prototype updated to include Comments and Complaints service and Jobs and Careers

- Analyse the requests coming through

- All contact will go through to the CRC with the exception of Complaints and Recruitment queries
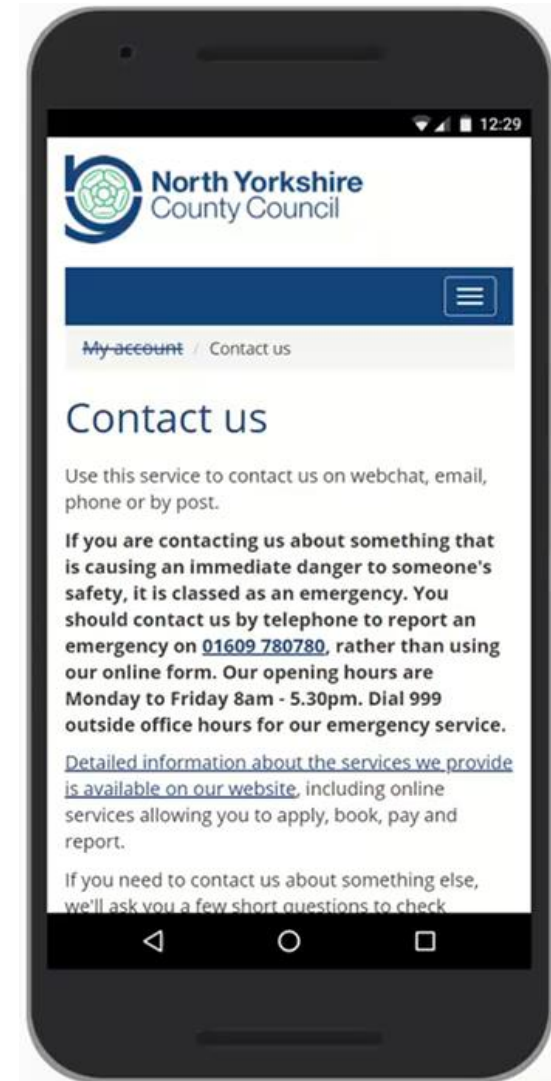
# Current position – forms in progress

- Improvements to core portal functionality will increase efficiency throughout the project.
- Agile delivery methodology applied to increase pace to achieve deadline of March 2020

| Form | Type | Progress update | Benefits |
|------|------|-----------------|----------|
| Contact us (incorporating complaints and compliments) | Simple- New | • Prototype signed off and build underway<br>• Potential go live date of early December | • Opens up email channel- Structured online contact<br>• Accessibility requirements met<br>• Channel shift and service efficiencies to be confirmed |
| Residents' parking permits | Complex | • Options being explored with current enforcement provider, which may enable paperless permits.<br>• Wireframes produced and pending sign-off and build.<br>• Agreed with service this form will launch following renewal period (Nov - Jan) | • Estimated service efficiencies:<br>• Estimated channel shift saving:<br>• Accessibility requirements met |
| Call back form | Simple- New | • Requirements currently being scoped | • Consolidation of forms<br>• Solution for low volume forms<br>• Accessibility requirements met<br>• Channel shift and service efficiencies to be confirmed |
| FOI | Simple | • Discovery phase underway | • Accessibility requirements met<br>• Compliance with legislation<br>• Channel shift and service efficiencies to be confirmed |
| Pavements and dropped kerbs | Complex | • Discovery phase underway – workshop is taking place with service on 14 November. | • Reduced CRC time screening eligibility criteria<br>• Objective eligibility<br>• Reduces BS time re-keying information into Symology (if applicable)<br>• Service efficiencies to be confirmed |
| Adult learning service enquiry | Simple- new | • Requirements being established – may incorporate into contact us form | • Accessibility requirements met<br>• Streamlined digital contact<br>• Channel shift and service efficiencies to be confirmed |

**North Yorkshire County Council**

# HAS Online Financial Assessment Launch

Key messages from the 'HAS Online' project.

# HAS Online Financial Assessment (OFA)



'Eligibility checker' and 'full assessment' in one customer journey

# Key outputs

**Digital assessment** – the customer can now enquire, check eligibility and complete their assessment online.  The offer is reinforced by a continued offline offer from the B&A officer which provides support and assurance.

**Learning** – digital frameworks and patterns for re-use which are now tested with a highly complex pathway.  Used to develop HAS online pipeline approach and reduce resource impact overall.

**Process clarification** – creating an online suitable service means ensuring the process itself is standardised and documented.  This 'single version of the truth' supports the service overall, across all channels including digital.

# Coming Soon

19 Nov Live

# Questions

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