



Customer

Corporate & Partnerships Overview & Scrutiny Committee

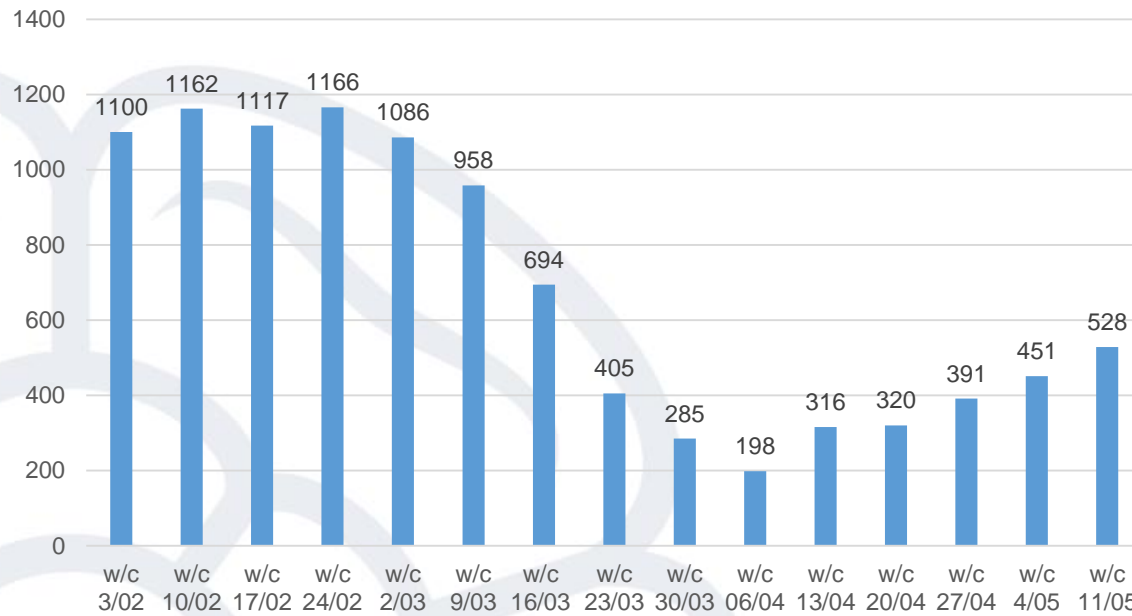


Covid

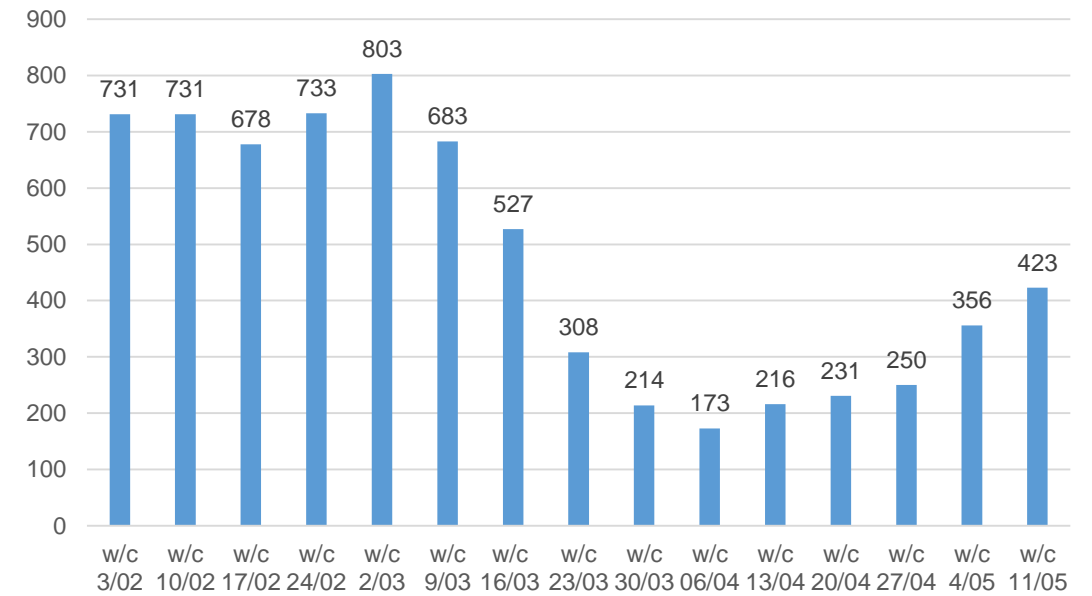
Portal usage and call demand

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No. Service Requests



No. of account registrations

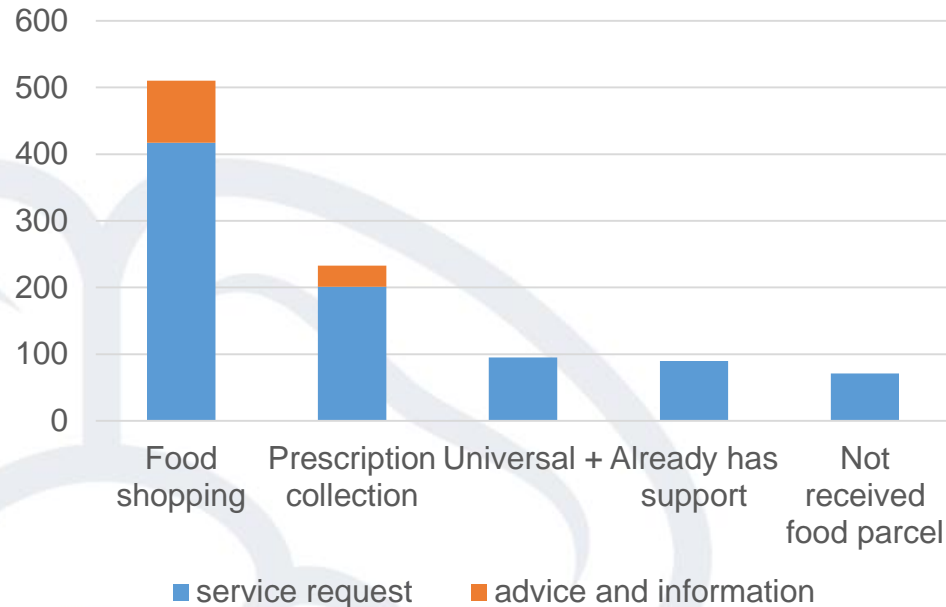


Inbound Campaign – All calls where COVID 19 is the primary need

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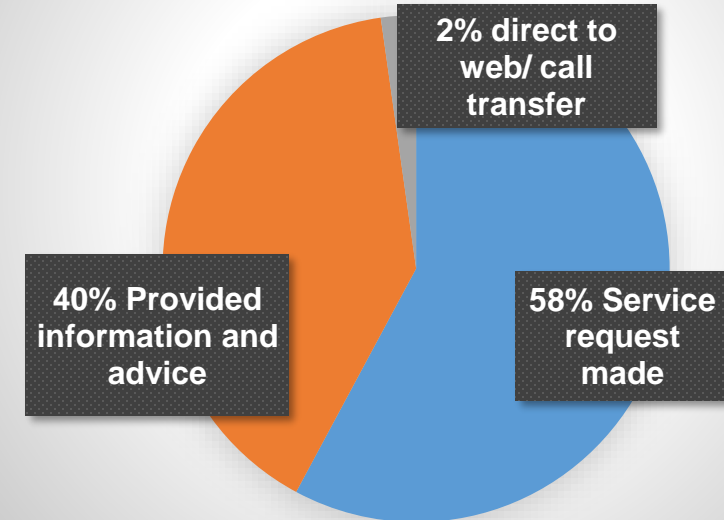
Data from 07-22 April

Top 5 demands



Since 7 April food shopping and prescription collection have remained the top two customer needs

COVID 19 contact outcomes



1300 contacts

752 service requests

519 information provided

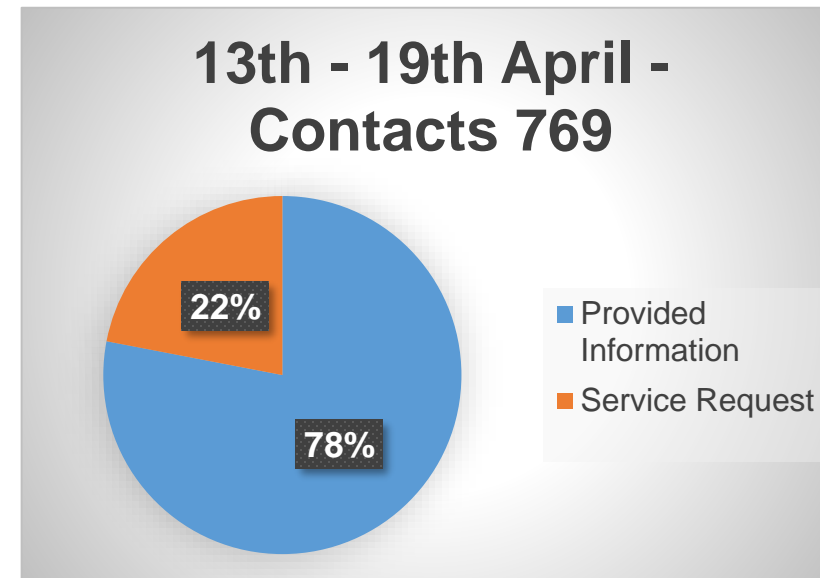
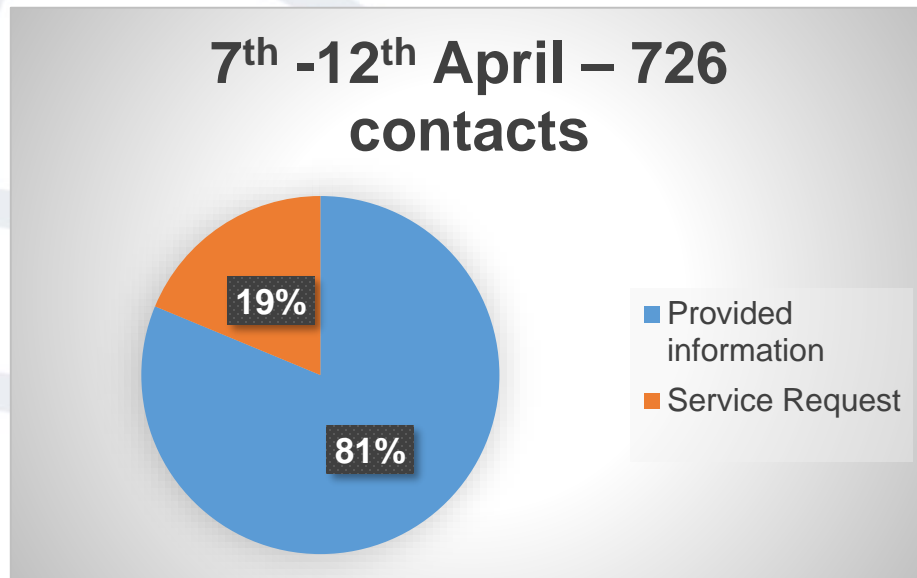
23 call transfers

6 directed to web

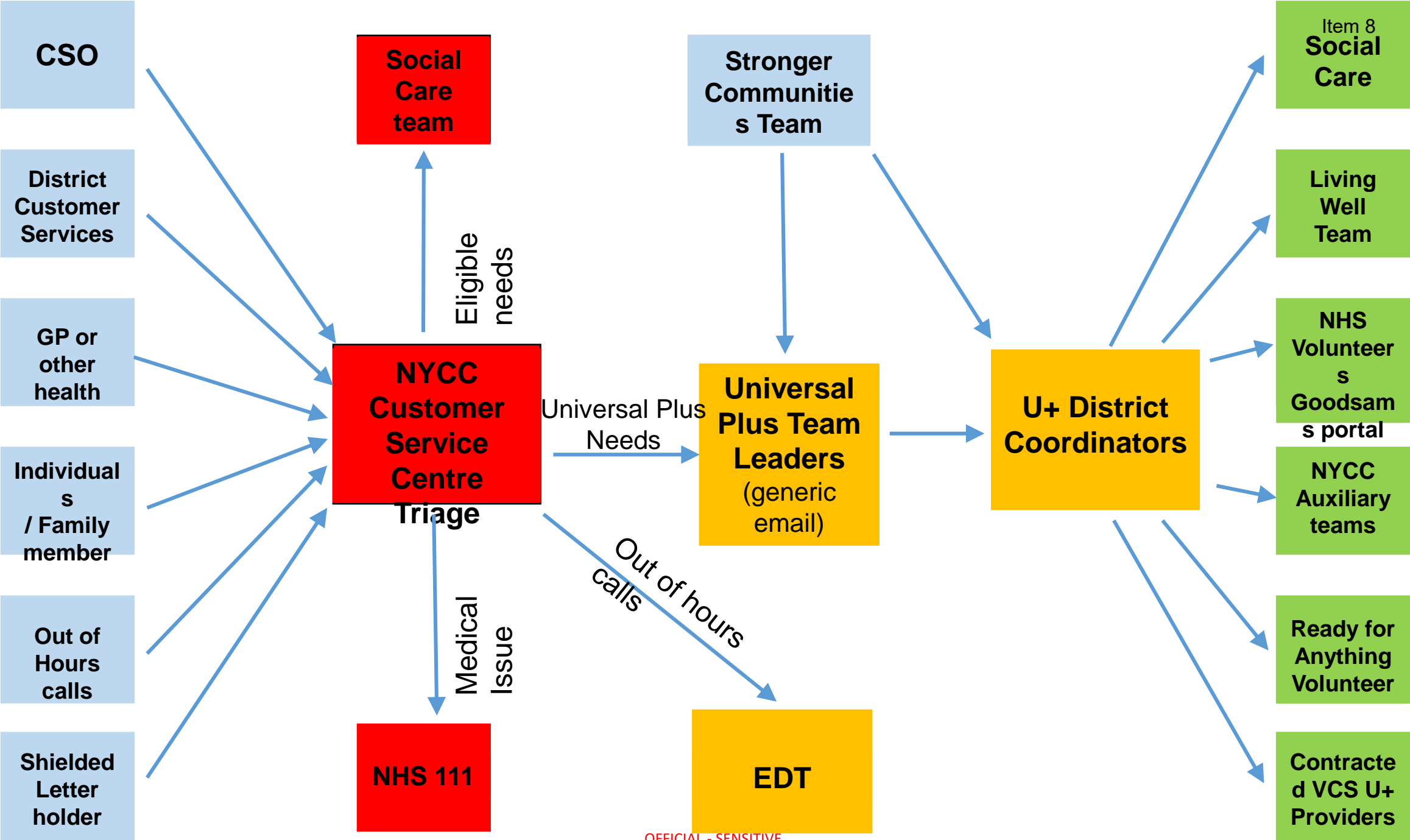
Outbound Campaign

Social Care started outbound calls 1st April 2020

Data from 7th April – 19th April. Social Care were unable to speak to 29% on week commencing 7th April and 32% on week commencing 13th April. Of people we contacted we provided additional support as below



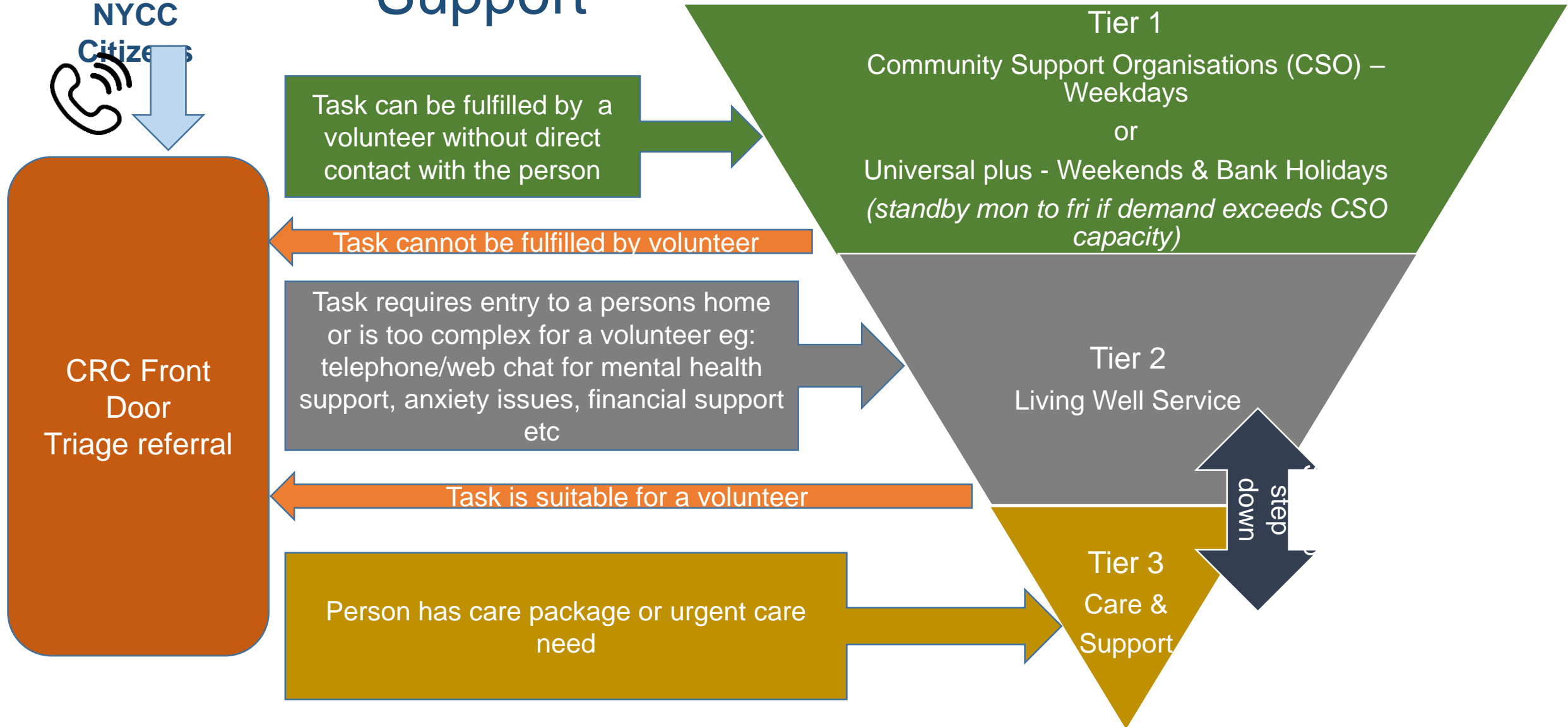
Service Request entry points



Universal Plus Offer – Resolution Options



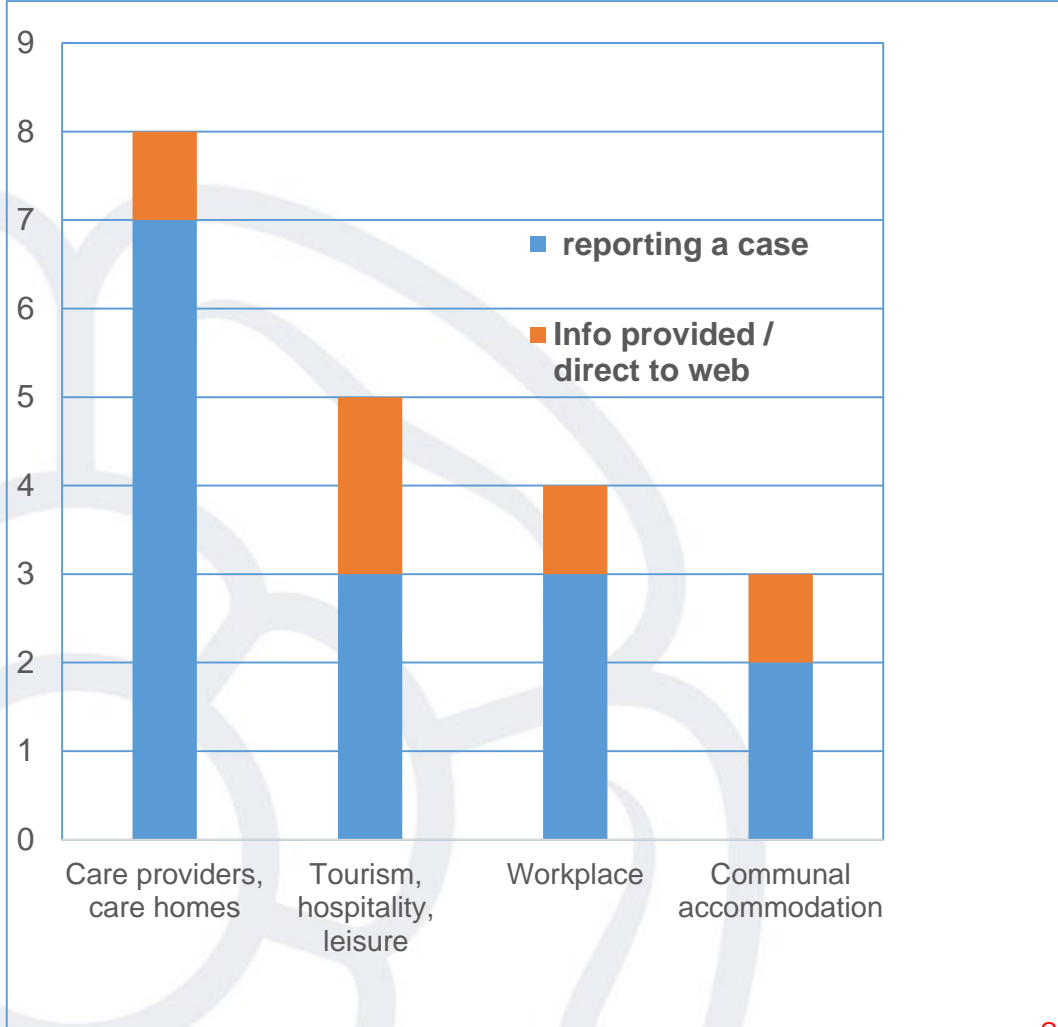
Covid 19 – Social Isolation Access to Support



CSC Live Services Oct 20

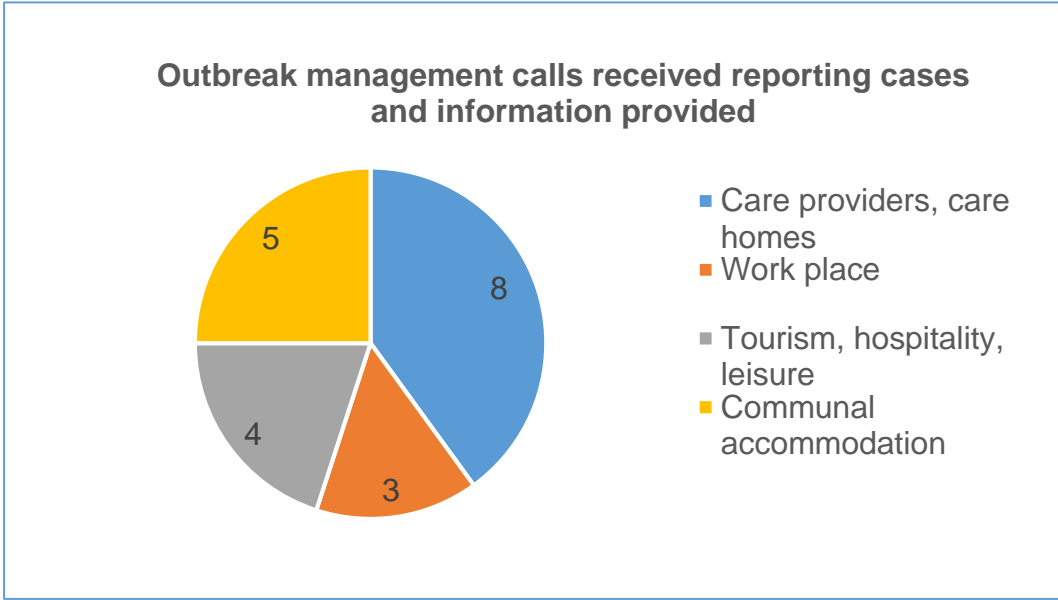
Covid-19 Outbreak Management not including education settings

A total of 20 calls received during the 5 week period 28 September to 1 November



Number of cases reported each week:

week 1 (28 Sept- 4 Oct) 3
week 2 (5-11 Oct) 2
week 3 (12-18 Oct) 2
week 4 (19-25 Oct) 2
week 5 (26 Oct-1 Nov) 5

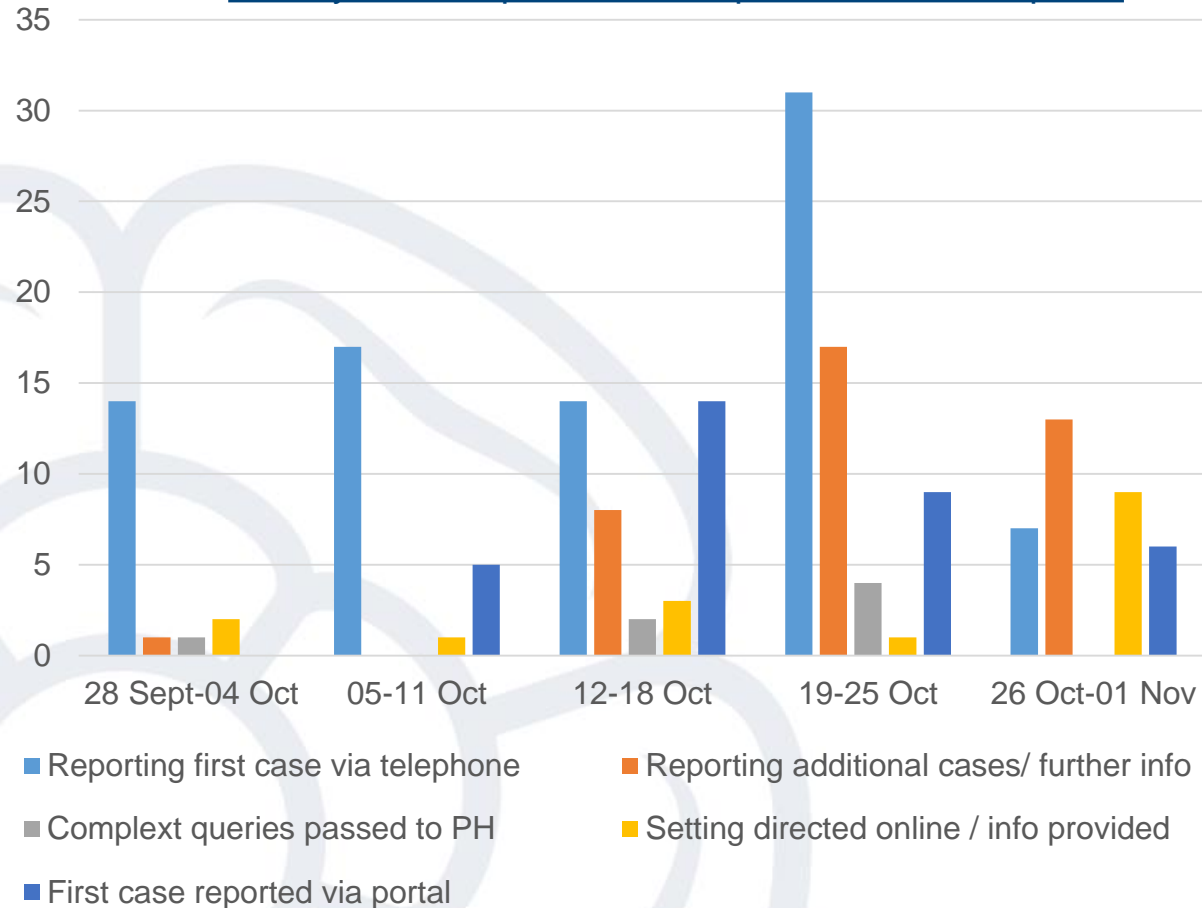


CSC Live Services Oct 20

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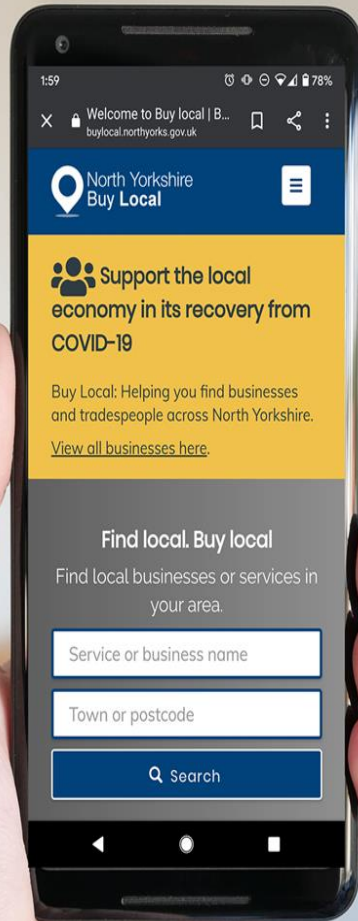
Covid-19 Outbreak Management – Educational settings

Weekly cases reported via telephone and online portal



- The CSC went live with reporting Covid-19 cases from education settings on 28 Sept.
- The online portal went live 8 Oct on the CYPS Info site. This enabled settings to report their first case without calling the CSC. This route is only for reporting first cases and when a setting does not need further support.
- If a setting reports their first case (via telephone or the online portal) the information is passed from frontline to the service delivery team. This is uploaded to Dynamics for the public health team to access.
- Settings can also contact Public Health directly via email so not all cases are reported via CSC.

North Yorkshire Buy Local



- Core/Basic Site launched **10th April**, with improvements applied based on customer and business feedback, inline with expanding use
- **8500** individual users have used the site, **71,568** times
- **822** Business entries with range of services including;
 - Accommodation
 - Food Suppliers
 - Getting around
 - Professional Services
 - Property Services
 - Retail
- Product built based on NYConnect directory



Customer

Website Overview October 2020

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1,498,691 – up 250,211 (+20%) on October 2019

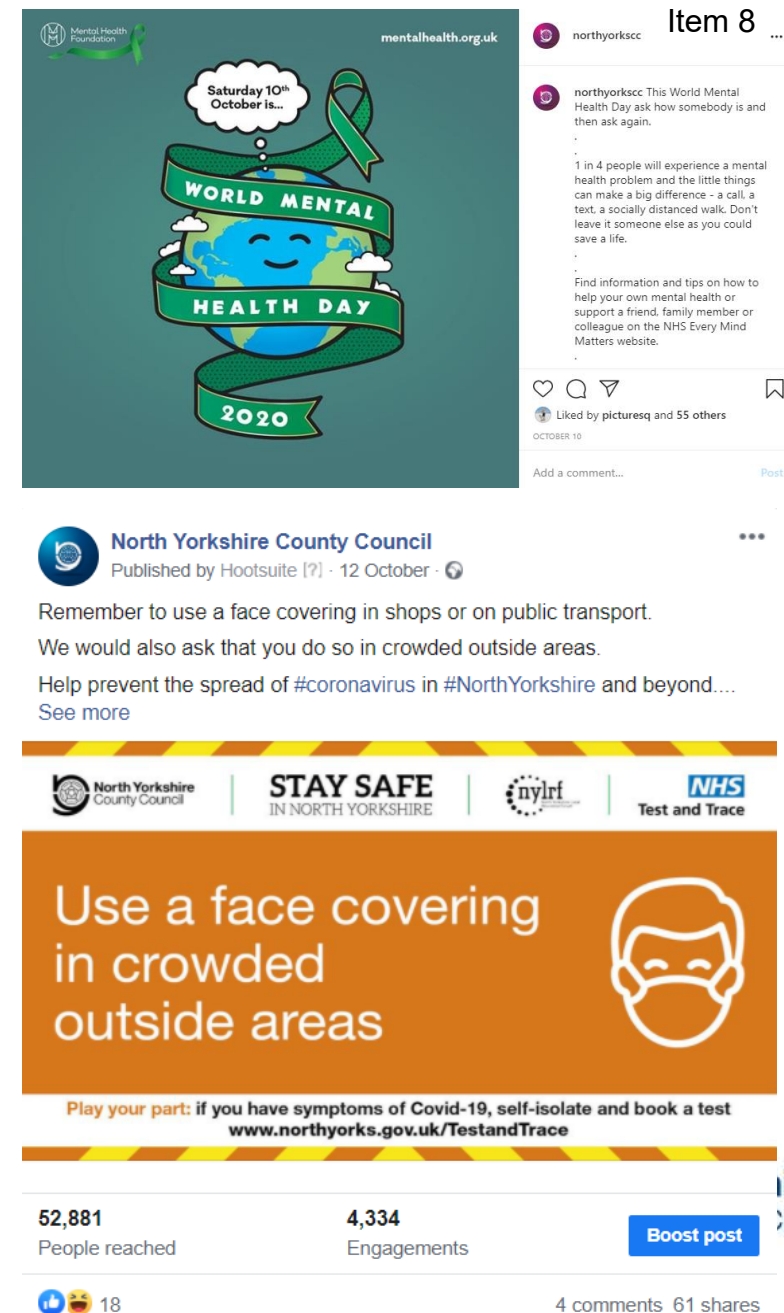
- 74,994 (5%) visits to the homepage
- 29,989 (2%) using the site search

Top 10 areas by visits – October 2020		September 2020	
Latest coronavirus news	105,371	Latest coronavirus news	74,878
Coronavirus landing area	46,586	Jobs and careers	41,817
Coronavirus – data	40,081	Coronavirus – testing sites	39,324
Jobs and careers	37,443	Coronavirus landing area	34,161
Coronavirus – current restrictions	28,463	School term and holiday dates	20,405
Coronavirus – all testing information	21,320	Coronavirus – all testing information	18,827
School term and holiday dates	18,865	My Account	17,586
My Account	17,966	Coronavirus – NYLRF "act now" news	14,943
Libraries	16,573	School admissions	12,336
School admissions	13,201	Roadworks and road closures	11,773

Social media – October 2020

Social media reach

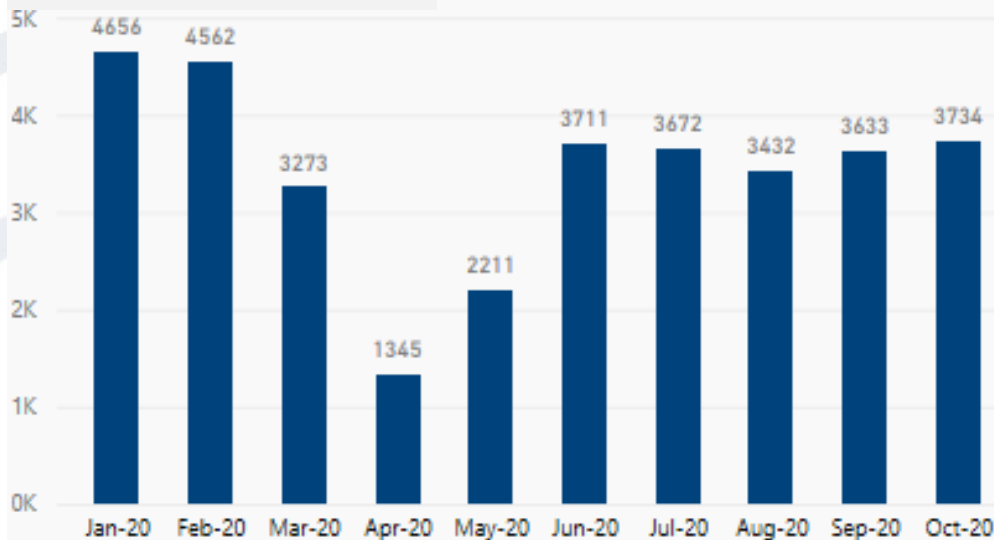
Number of times messages seen	3,085,873
Number of time videos viewed	216,703
Follower increase across channels	1,737



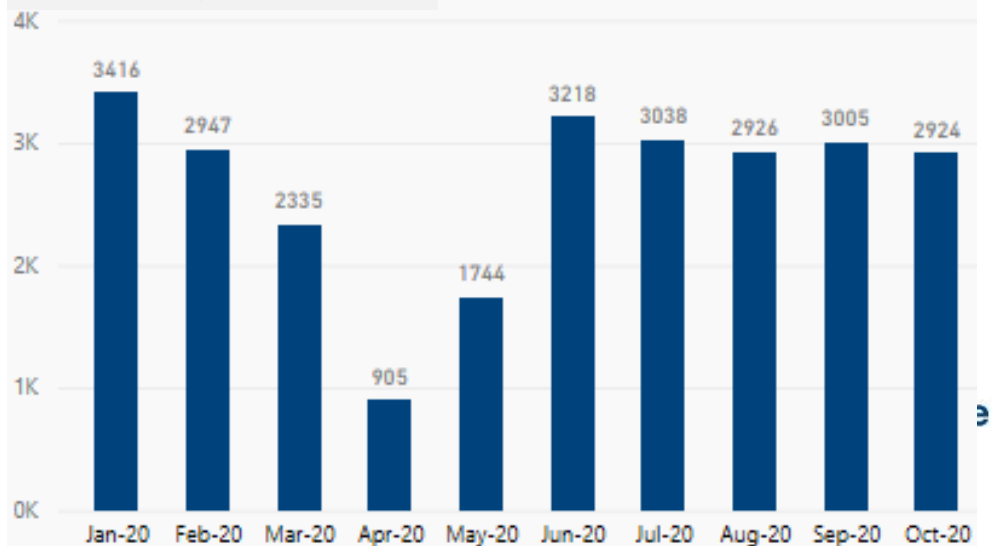
Customer Portal Usage in October 2020

- ✓ 2,924 new account registrations in October (2019 avg. 2,906)
- ✓ Total to 83,772 customer accounts by the end of October
- ✓ 3,734 service requests made in October (2019 avg. 4,161), 3,146 of these by registered users
- ✓ 1,022 new subscriptions to marketing emails in October, which is 34.9% of all registrations.
- ✓ On average customers submitted 1.52 repeat service requests each (1.45 in September)

Online Service Requests



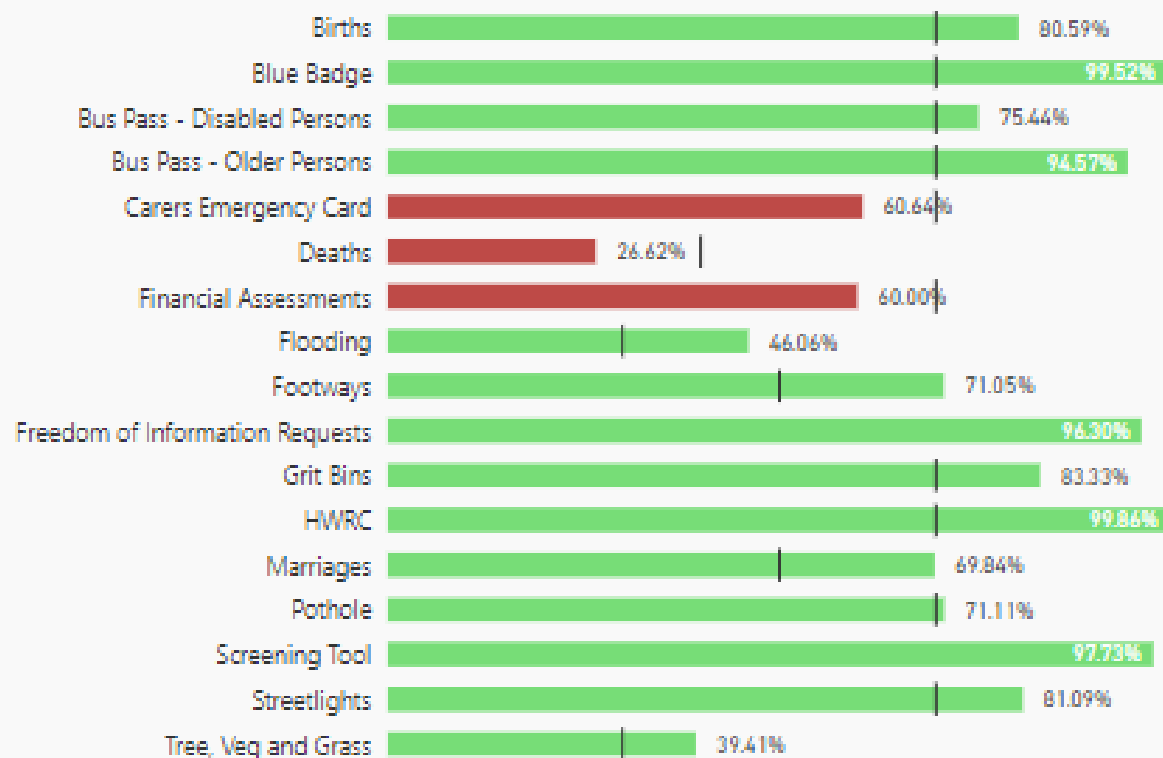
Account Registrations



October 20 Portal KPI Summary



Monthly Performance



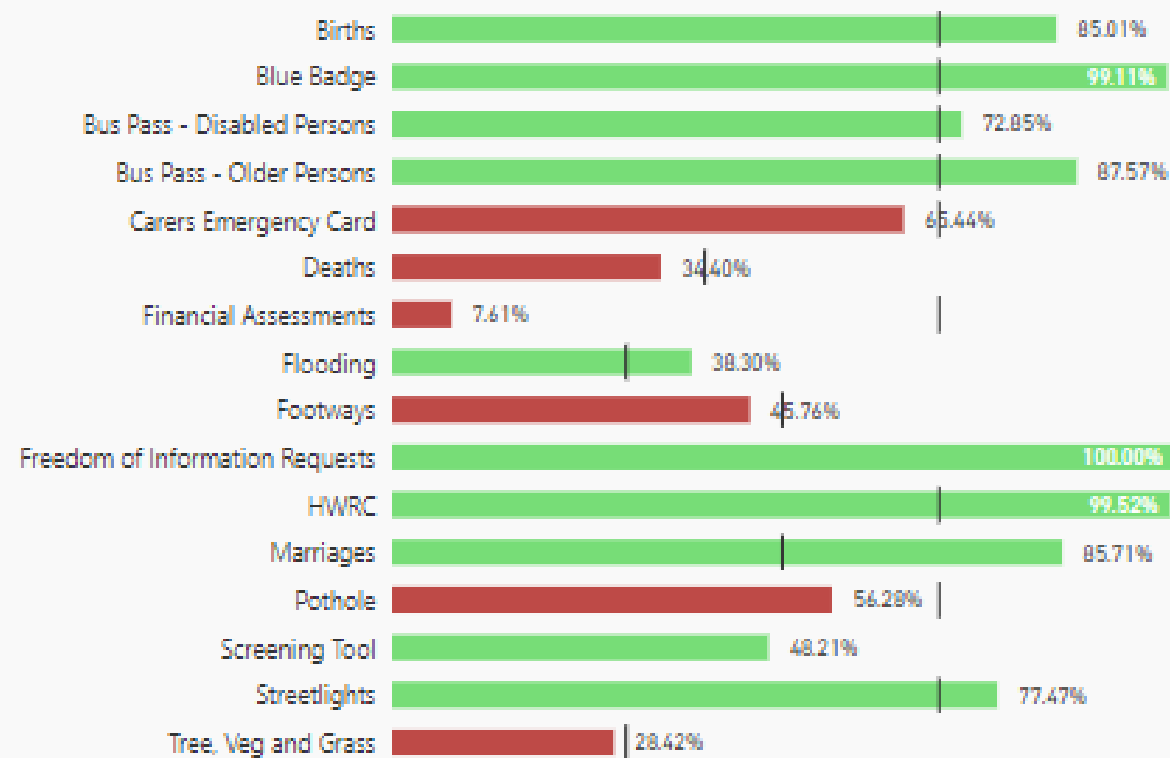
Monthly Performance

01/10/2020

31/10/2020



Month in Review



Month in Review

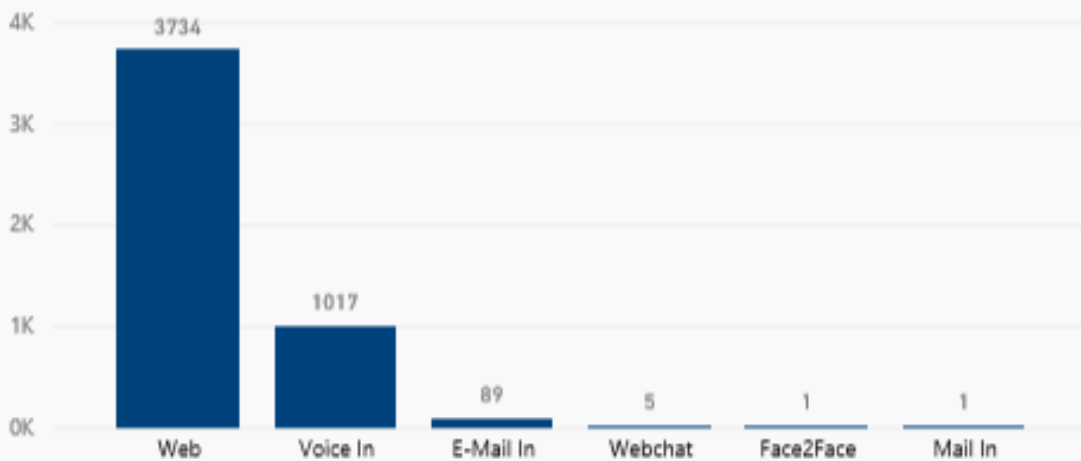
01/10/2019

31/10/2019



Digital Demand October

Total Requests by Channel Name



KPI Type

Information
Request

Service Request

Select Date

01/10/2020

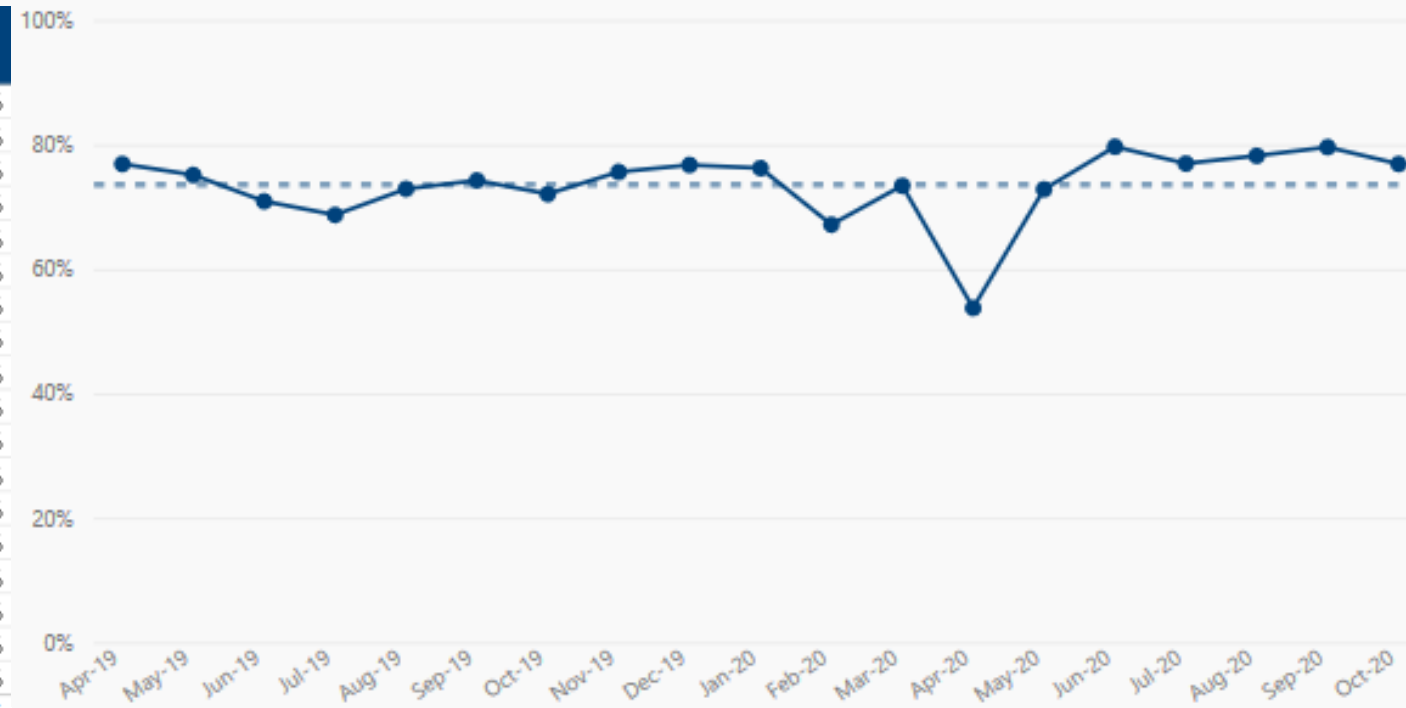
31/10/2020

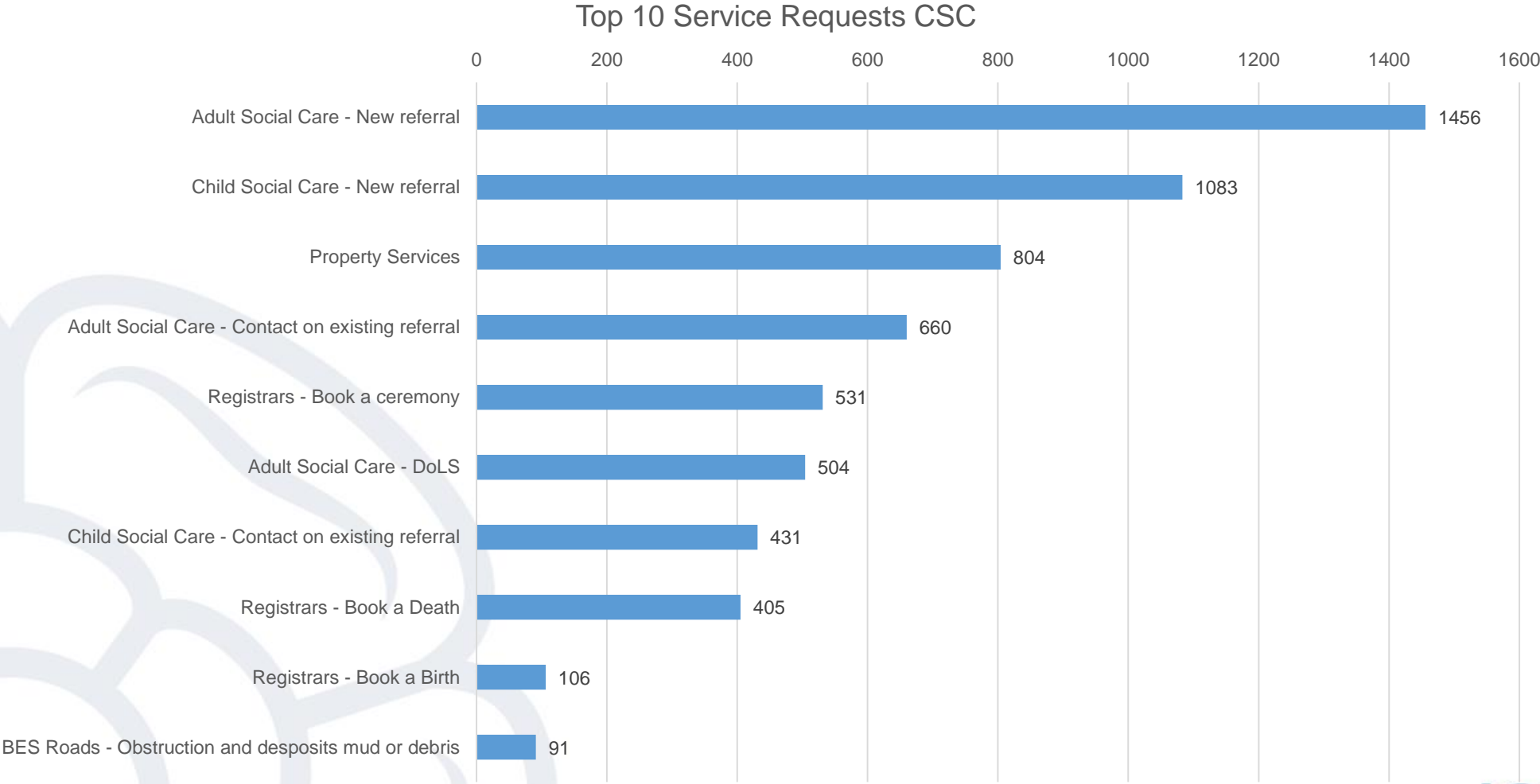
KPI Name

All

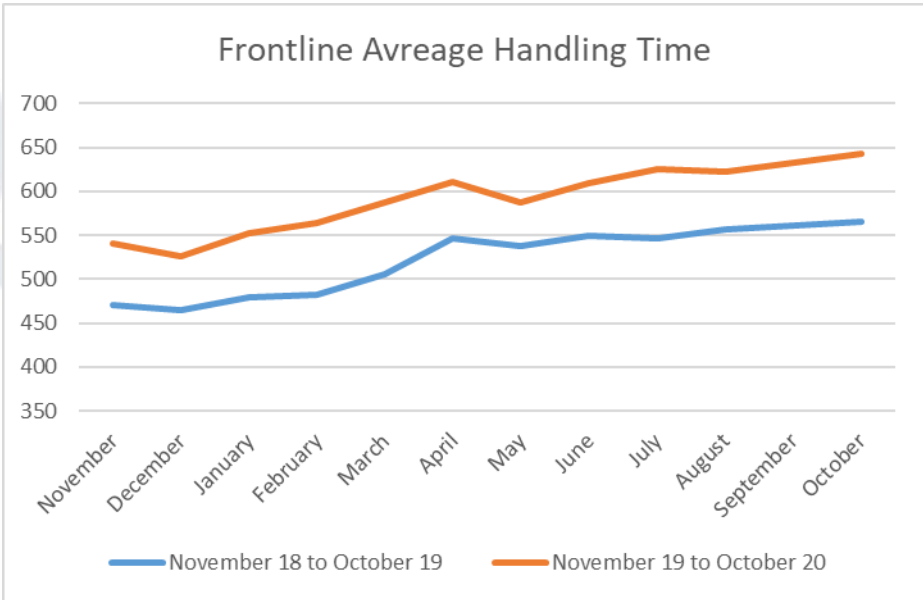
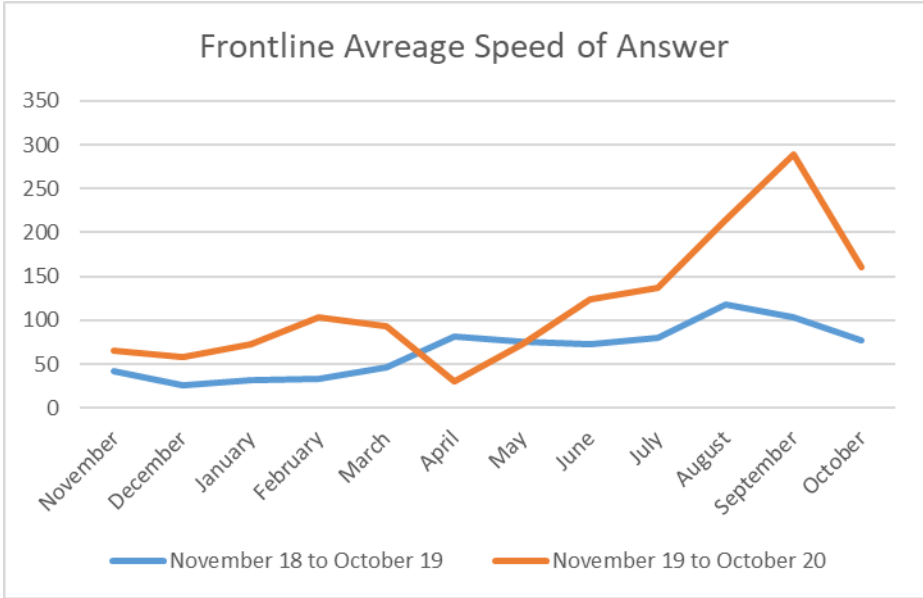
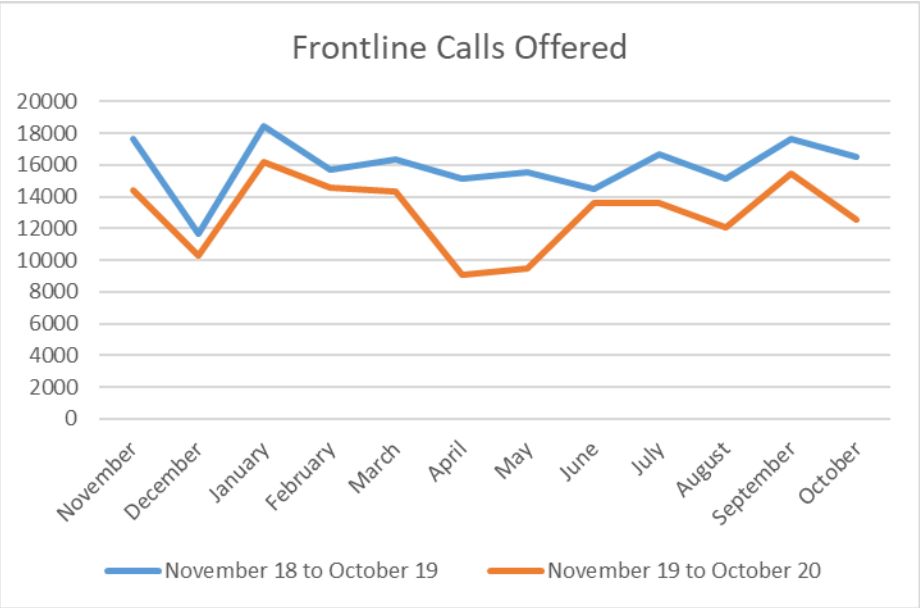
KPI Name	Web Requests	Non-Web Requests	Total Requests	Digital %
HWRC	730	1	731	99.86%
Blue Badge	834	4	838	99.52%
Highways - Other (Prev HFR)	198	1	199	99.50%
Screening Tool	43	1	44	97.73%
Freedom of Information Requests	26	1	27	96.30%
Bus Pass - Older Persons	209	12	221	94.57%
Grit Bins	5	1	6	83.33%
Streetlights	416	97	513	81.09%
Births	440	106	546	80.59%
Bus Pass - Disabled Persons	86	28	114	75.44%
Pothole	128	52	180	71.11%
Footways	108	44	152	71.05%
Marriages	44	19	63	69.84%
Financial Assessments	30	15	45	66.67%
Carers Emergency Card	57	37	94	60.64%
Flooding	152	178	330	46.06%
Tree, Veg and Grass	80	123	203	39.41%
Deaths	148	408	556	26.62%
Total	3734	1113	4847	77.04%

Overall Digital Trend

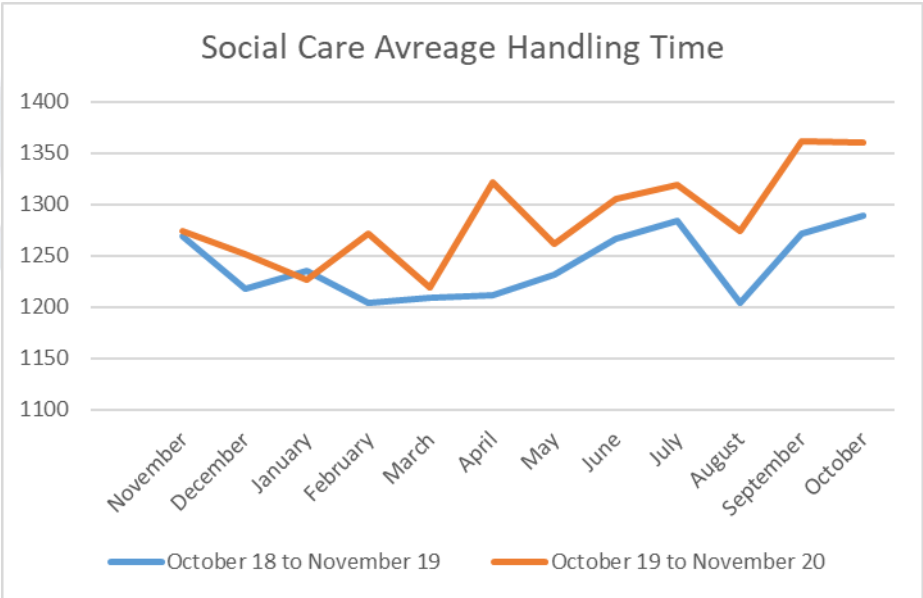
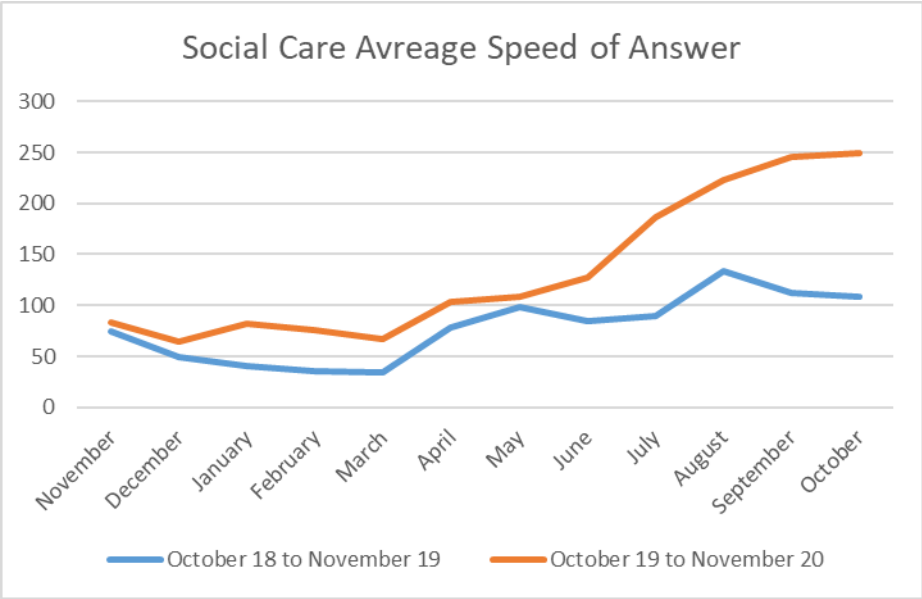
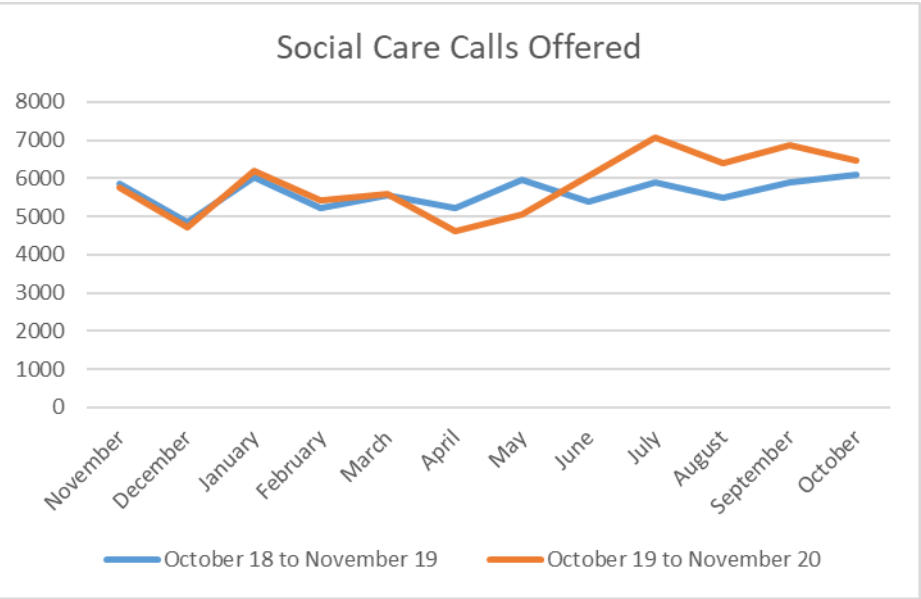




CSC – Frontline



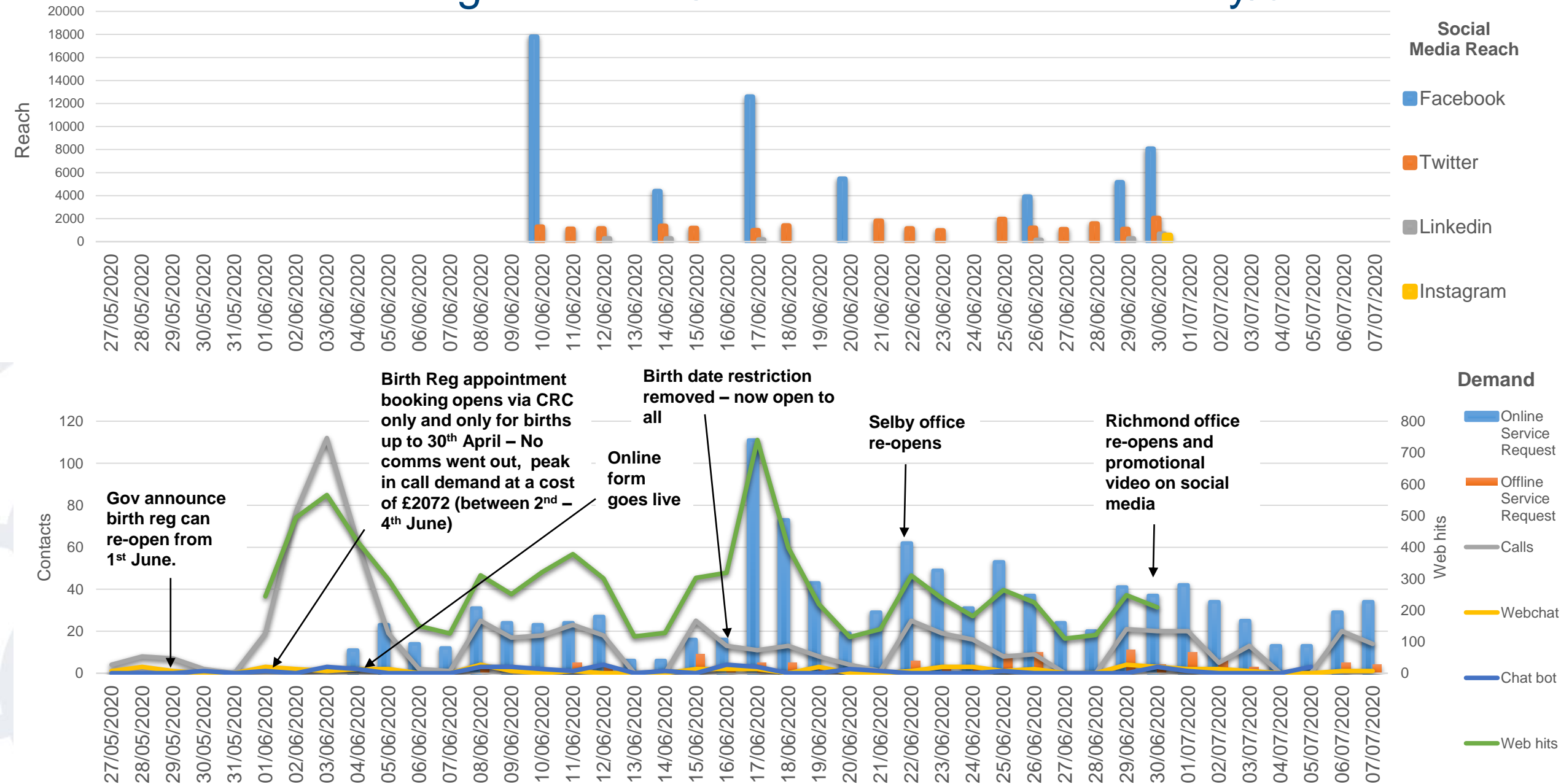
CSC - Social Care



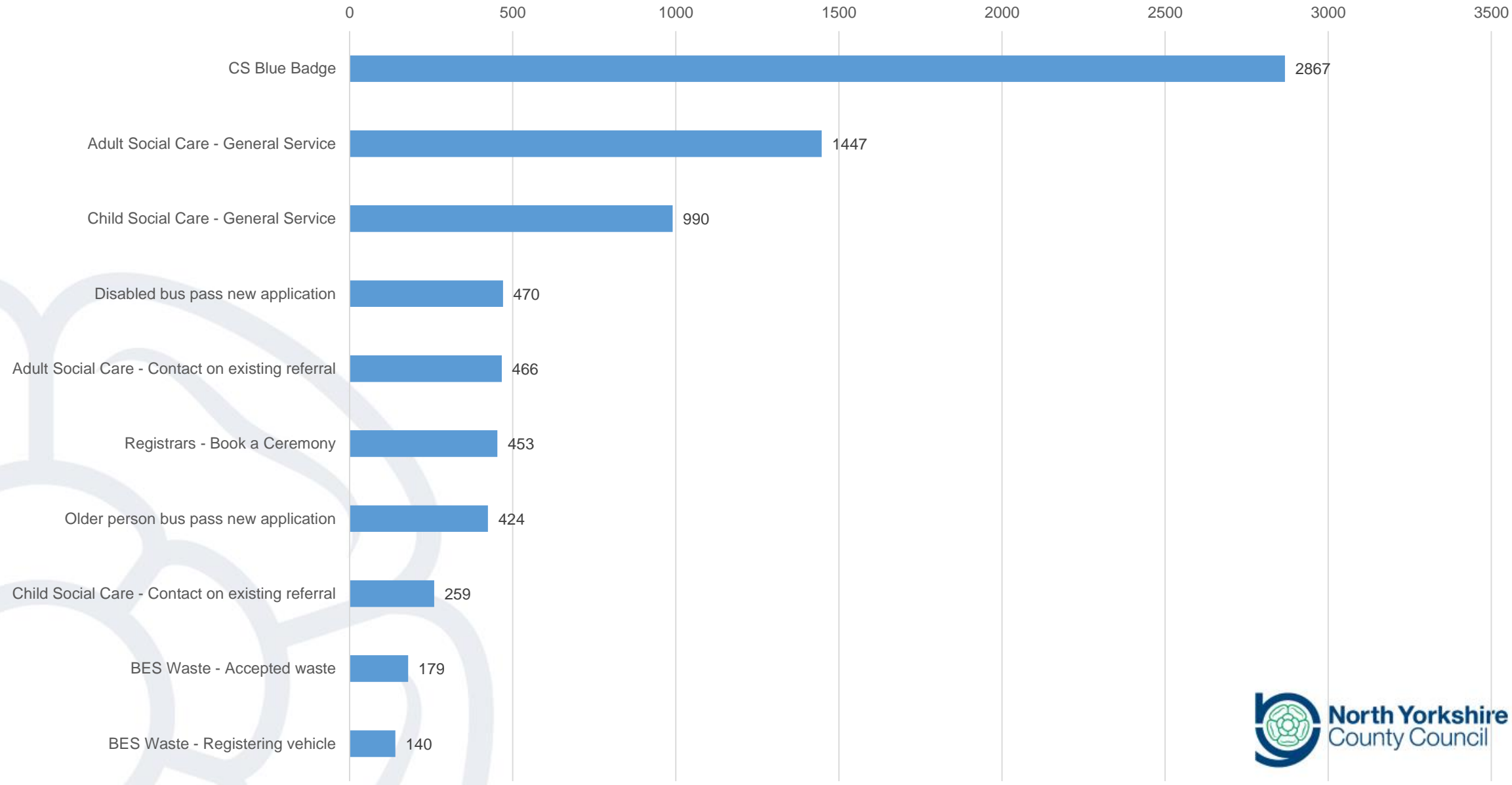


Service Improvement

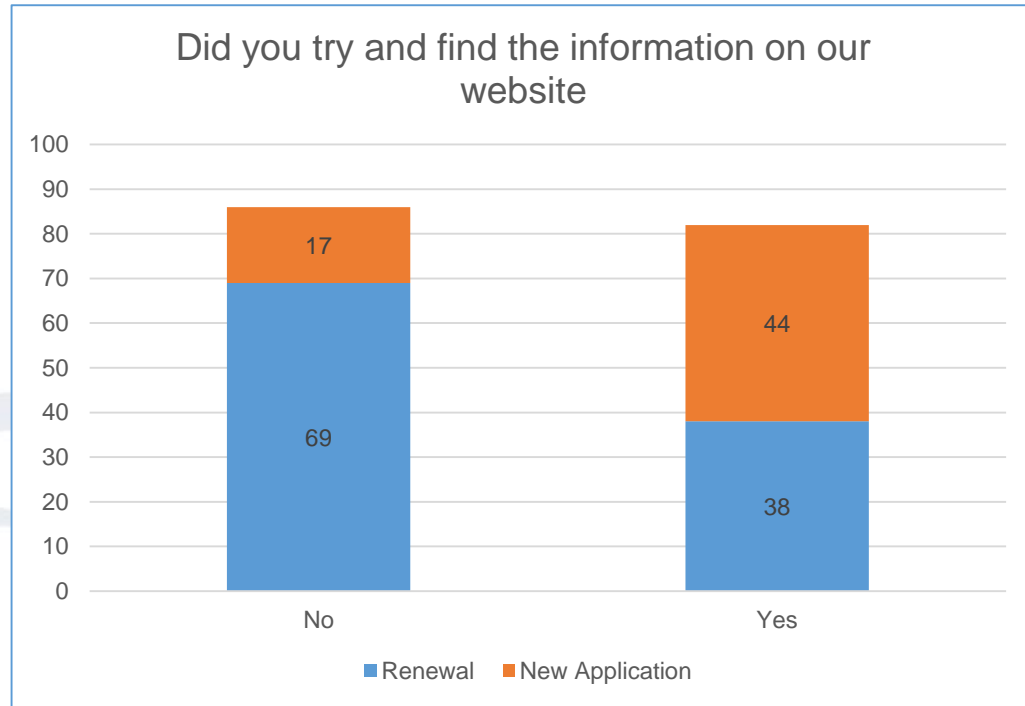
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Top 10 Information and Advice Calls



Blue Badge Survey



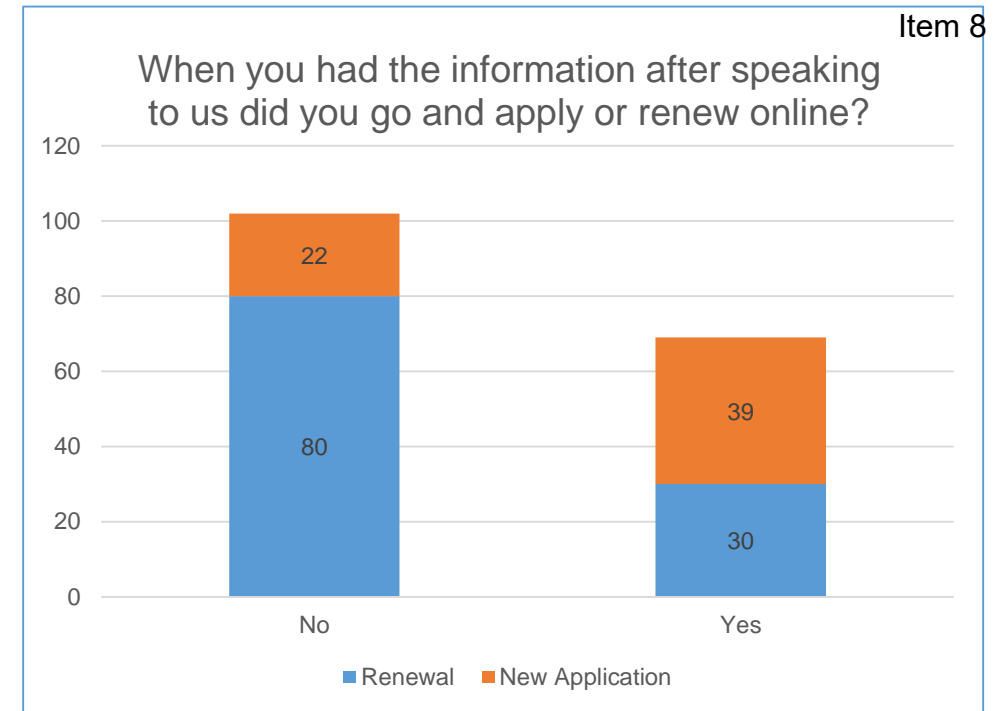
If not why not:

My mother would never have been able to apply for a Blue Badge without someone like me who is computer savvy.

I wasn't quite sure of the questions

No as not clear about hidden disability especially when have some mobility issues as well I can't recall.

We do not do online. We prefer the old method.



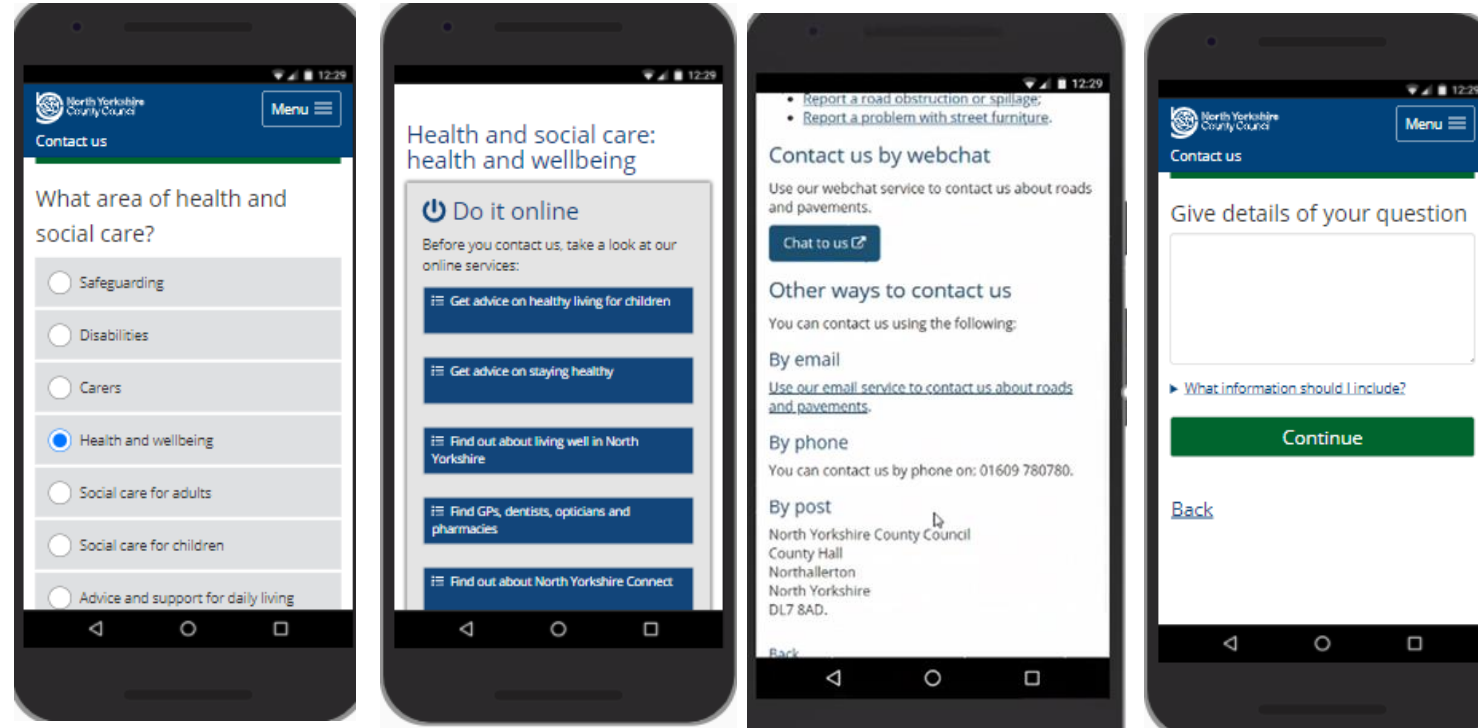
Popular answers as to why they didn't go online:

- Don't have a computer/not online or don't have the computer skills
- Could do it online but struggled uploading/attaching the documents
- Could do it online but system issues (our end, e.g. payment problems or address not recognised)
- Easier over the phone

Contact Us

Item 8

- **5642** contact us forms received to date (launch Dec 19)
- Service includes the ability to raise complaint, question or comment
- Promotes various options for accessing information about the service, including key online options

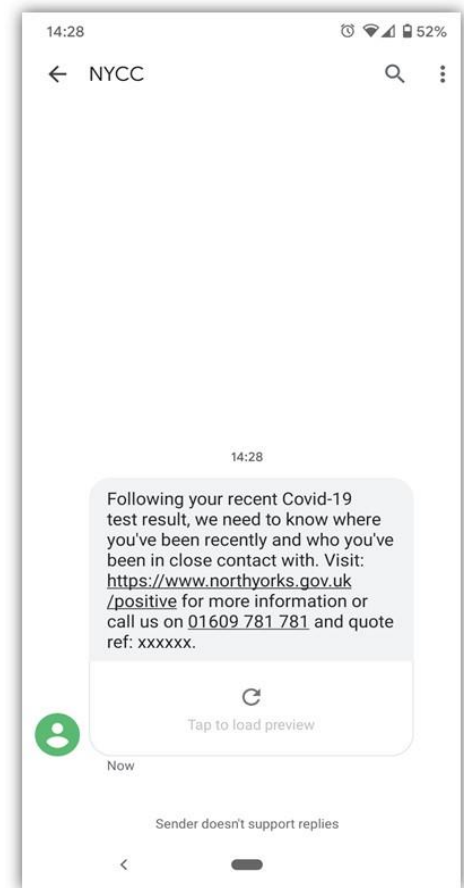
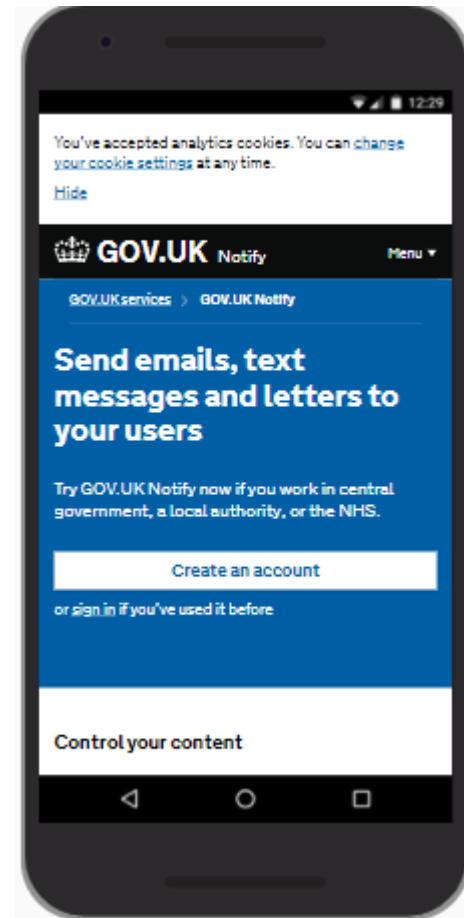


Gov Notify

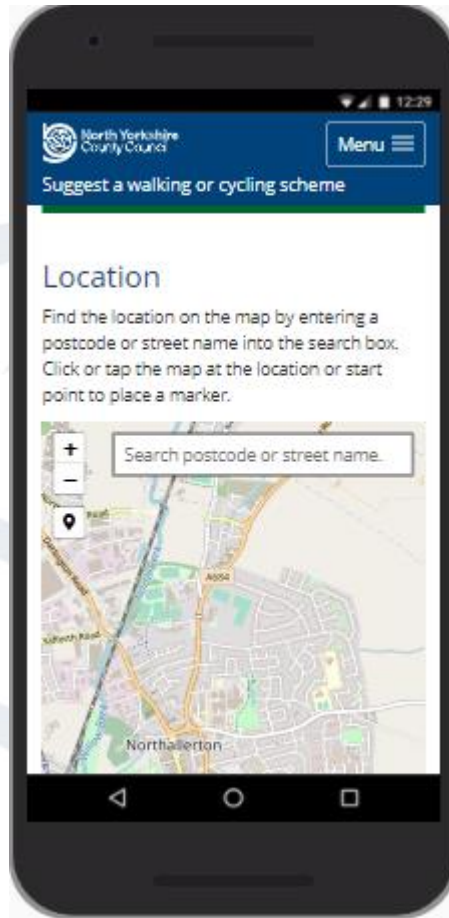
Gov notify is a capability that has been set up by the Gov.uk to support Local Authorities

During Covid this was used to manage timely communications, across numerous services including;

- **Shielding and CEV contacts**
- **Care Homes Surveys- recording positive numbers and info on PPE**
- **Key worker school transport**
- **NYCC Messages to hard to reach workforce**
- **Mortuary capacity monitoring**



Active Travel Form

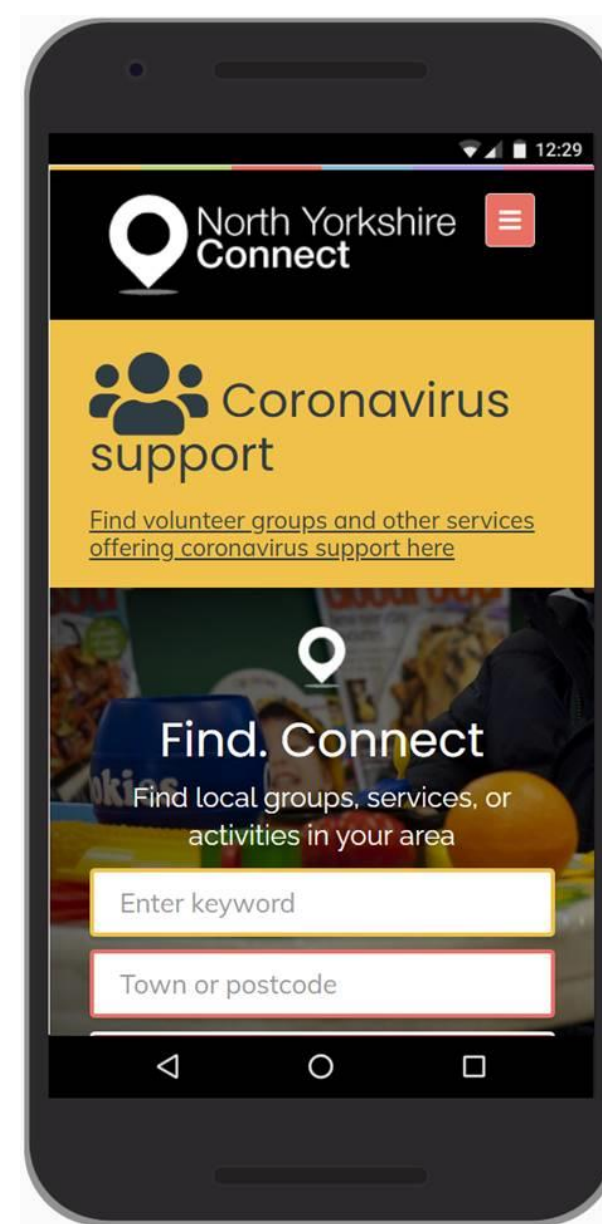


- Form to create suggestions for social distancing improvements for the Emergency Active Travel Fund Bid
- **440** Suggestions received

NYConnect

NYConnect updated to enable Voluntary services to include details about what support they were offering during Covid Pandemic

Categories based on what customers were asking for support with created to enable better search experience



Residents' parking permits online form

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Check whether you are eligible for a resident or visitor parking permit

You can use this form to find out if you may be eligible for a resident or visitor parking permit. If you are eligible you can continue to apply and pay online. The cost of residential permits and the number of visitor permits you can purchase depends on your local scheme.

Applications for parking permits must be made by the resident.

If you are eligible for a permit, you'll need to provide proof of your address. The

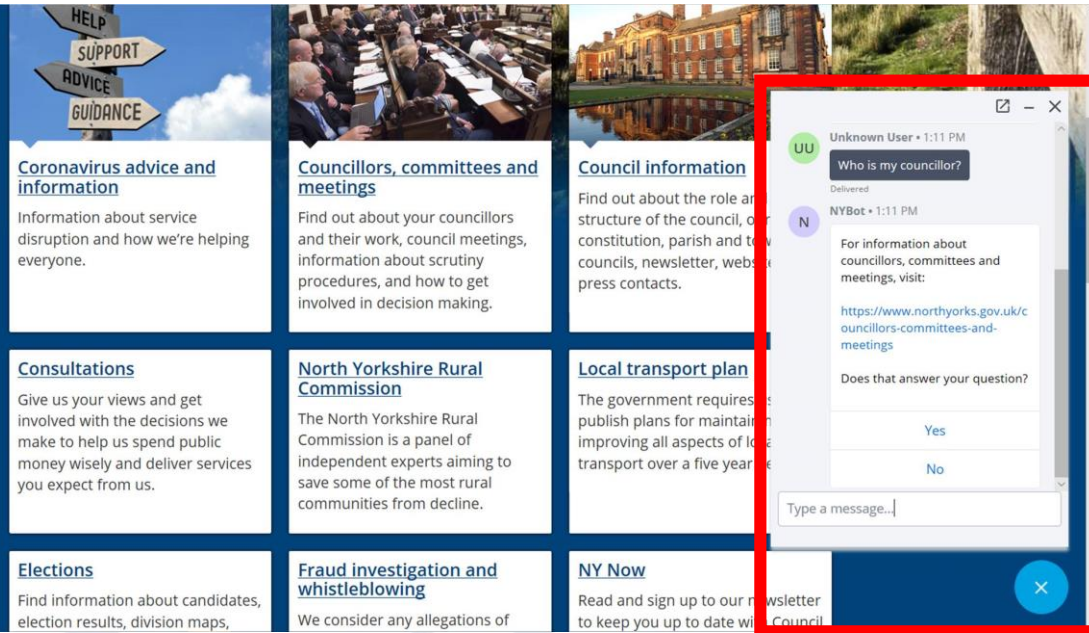
- 850 parking permits issued during 2020.
- Existing process is a manual spreadsheet / paper based process which is time and resource intensive, and costly for the council.
- Process has been transformed into a fully automated online service with a small number of exceptions and 10% checks administered by CRC.
- Core capabilities:
 - Integrated payment – multiple permits of different types can be purchased in a single transaction where eligibility allows.
 - Print integration – existing print integration has been developed to include more than one output – two different permit types with different data outputs.
 - DVLA vehicle enquiry API – new functionality which returns vehicle details based on registration number entered.
 - Lagan integration developed to ensure the maximum number of permits cannot be exceeded per resident and per household.
- Go live 1 December 2020.
- Change of vehicle online form to be developed for January 2021.





Chat bots

Chat-bot development



We were able to stand up 2 chatbot's to ease demand of frequent questions from those most critical call taking staff.

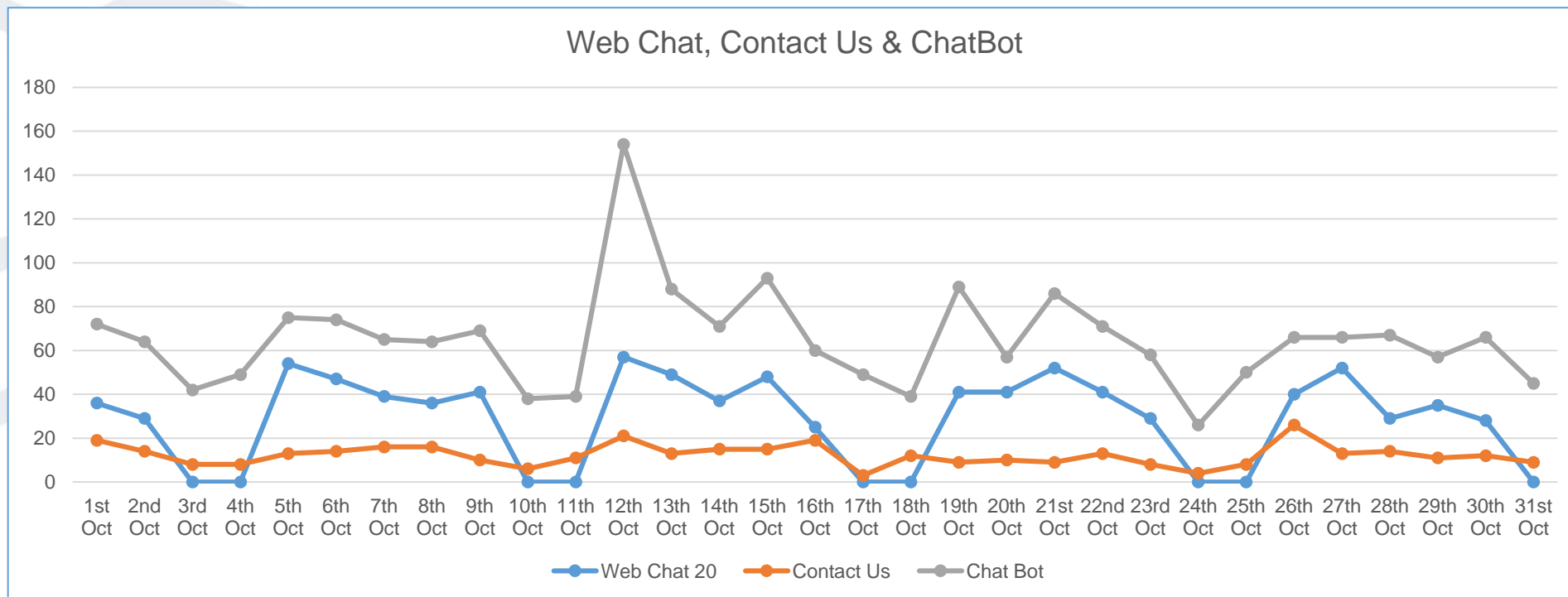
- Between them, they've responded to over 5000 questions from the members of the public
- The bot uses artificial intelligence and learns when it provides a response an incorrect response
- It's received really positive comments from the public as it provides an instant response without needing people to wait.

CSC Live Services October 2020

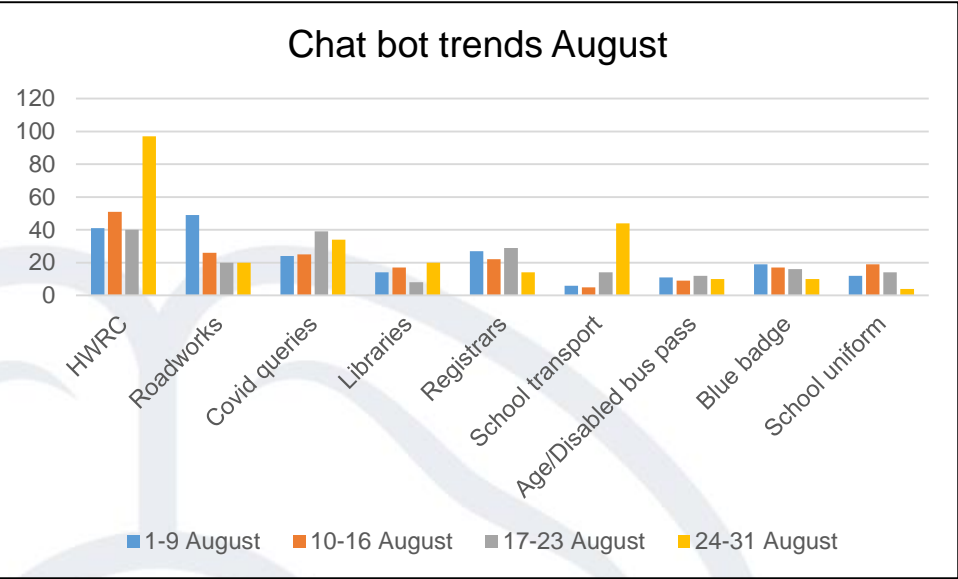
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Chat Bot, Contact Us & Web Chat

- Overall all contacts were down in October
- The peak on 12th October on Chat Bot seems to tie in with the PM 's announcements of tiers with questions starting about what tier NY is in



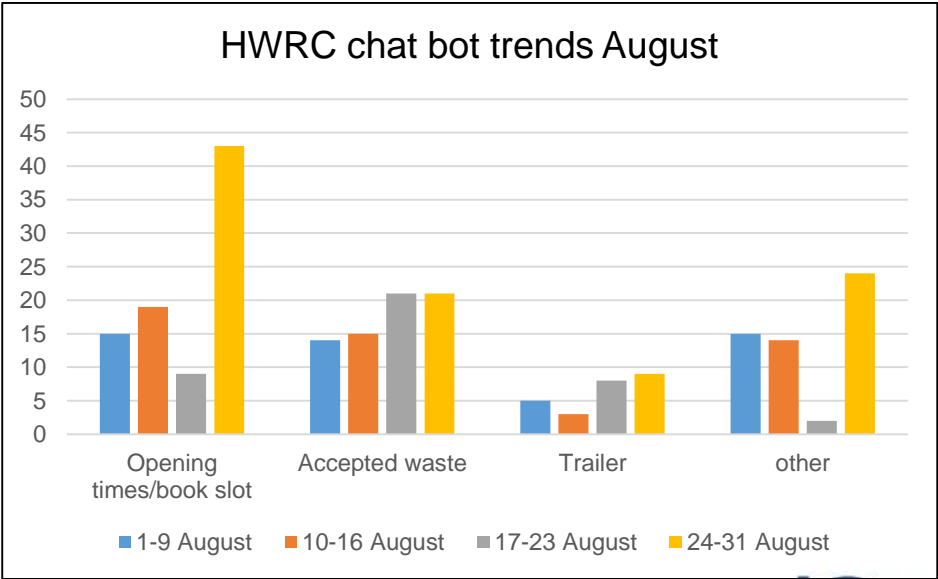
Chat Bot trends August 2020



- There was an increase in HWRC opening times queries over the Bank Holiday weekend to 34 compared to just 6 the weekend before.
- School uniform queries saw a decrease in the last 2 weeks of August.
- School transport queries naturally increased in the last week of August. How do I apply, will I have to pay, when will I know the arrangements, were among the queries

Chat bot remains dominated by HWRC queries.

- Opening times/book a slot and accepted waste are still the top 2 trends
- Changes are to be made to the website to ensure the information is easier to find for the customer. e.g. adding the opening times to the top of the main HWRC. This should return a successful result for the customer first time when using Chat Bot.
- Moving forward this can be applied to more service areas to close the current information gaps * other – permits/passes





Accessibility

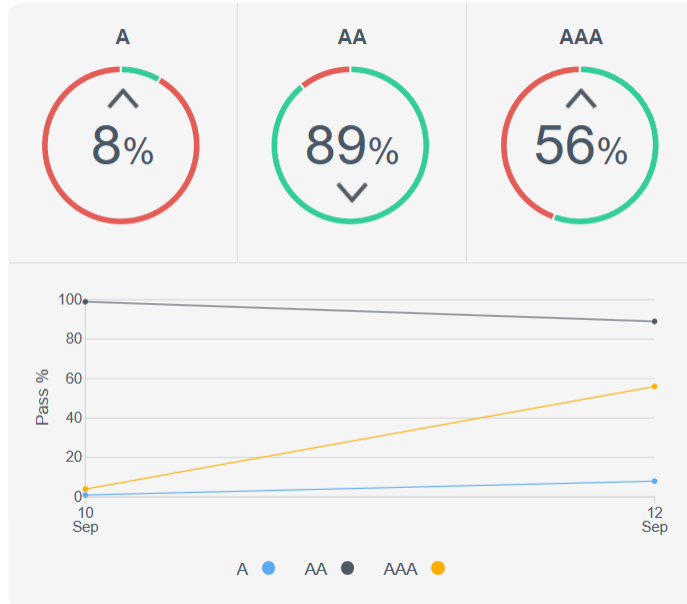
Accessibility legislation

- The accessibility law requires all public sector apps, websites and intranets to aim to meet the [WCAG2.1 AA](#) standard.
- It also requires us to publish an accessibility statement setting out if it has been met or not and, if not, why. We also have to include when and how it will be met in the future as well as how people can get non-accessible material in other formats in the meantime.
- This is to ensure we do not discriminate against anyone trying to use our services who has a disability. However it also makes websites easier to use for everyone.
- This law covers all public sector websites, apps, portals online forms and functionality within them.
- It applies to all page content (such as text, videos, mapping content, images and PDFs) as well as the background code and design of the site.

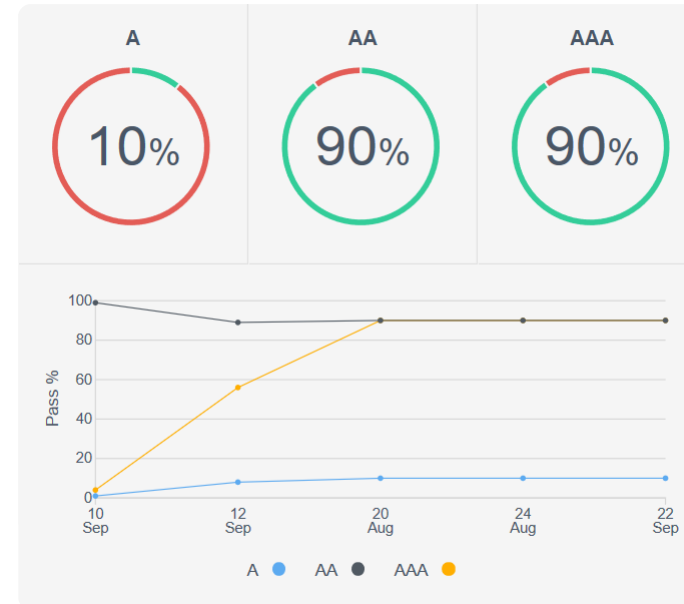
Sitemorse reports

Item 8

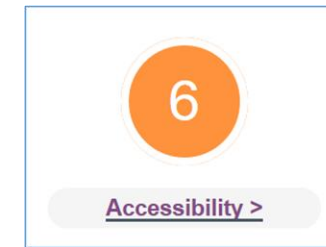
12/9/2019 report



22/9/2020 report



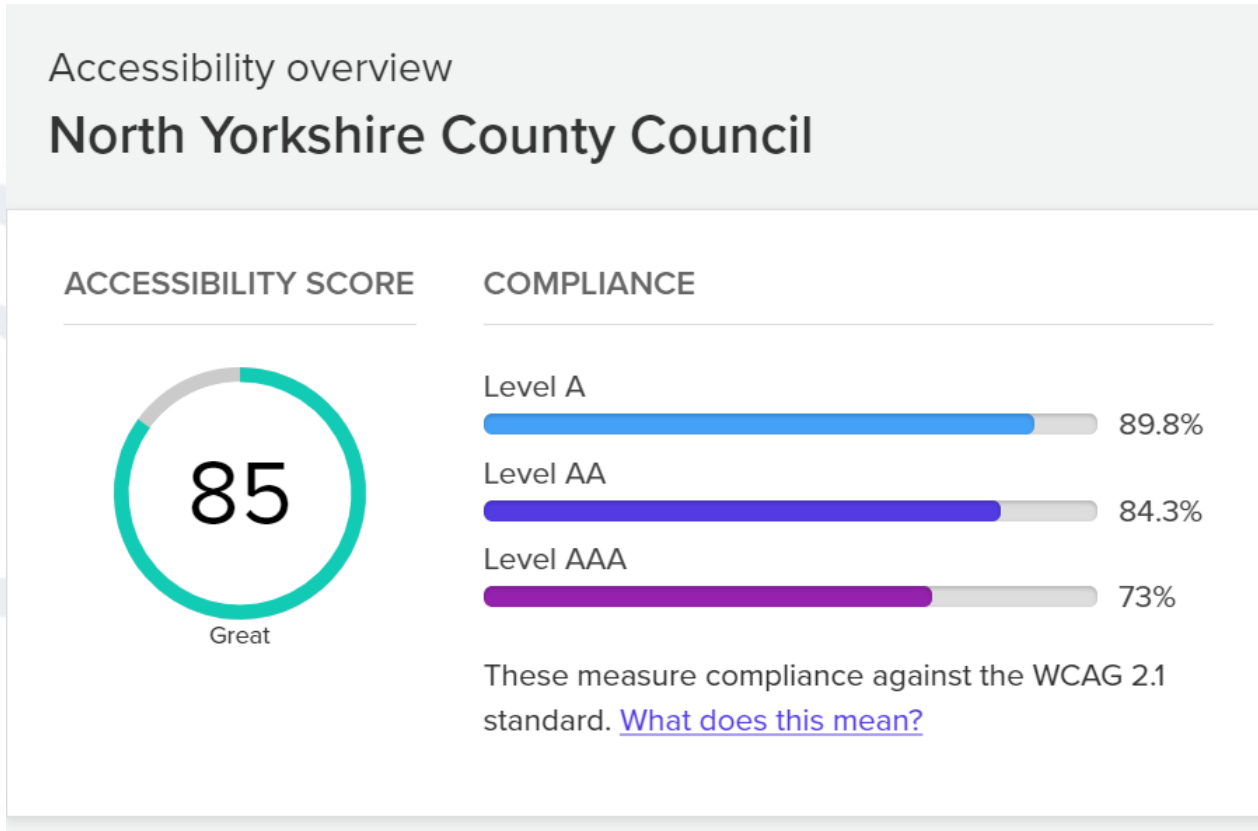
Both reports



- Compliance at AAA standard has significantly increased from 56% to 90% of pages which is particularly difficult to achieve.
- Compliance at AA standard has increased slightly from 89% to 90% of pages.
- Overall accessibility score of 6/10 has been maintained.

Socitm (Silktide) report

- Latest report ran on 23 September 2020 and assessed 125 pages.





Questions

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