

LGR Customer O&S Overview

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The new council for
**NORTH
YORKSHIRE**



Customer Principles

	Day 1 'safe and legal'	Transformation
Service Design	The customer experience will be at least as good across our 3 primary contact channels on day 1 and where possible it will be better	Customers will have an improved experience when they contact us. Customers will be able to stay on their chosen channel where available for the full end to end customer journey
	Design based on existing customer feedback, good data and driven by insights	Co-design with customers through engagement
	Customer services and their channels will be accessible, explained simply using plain English and meet recognised equality standards	
	Design and develop a consistent approach to bring efficiency	
	The front door will add value for customers and the new council	
	Increase online options supported by assisted digital offer – digital by design but accessible for all	
Service Delivery	We will act as one council with one front door from day one so that the customer's experience is as seamless as possible	
	Good customer service is everyone's responsibility	
	Learn from customer feedback	
	Our front line customer services staff will be supported and well trained so they can confidently deliver good quality services across the full range of services expected	
	Keep customers informed about their request and any changes that will affect them	

The Customer Workstream

Key Assumptions for Day 1

- Customer services will be delivered by the same teams, in the same locations, using the same systems.
- We will have a single website
- We are aiming for as many calls as possible to be directed through the single number
- Customers will be able to access the same services in Face to Face locations on day 1 as they can today
- The key customer access points and all documentation should be re-branded for Day 1

Establishing One Front Door

Some Logistical Challenges to Overcome

- The website needs to provide information based on a location, which forces an additional step to identify where a customer lives and is likely to require additional support
- Access to systems is limited for staff to those that apply to their own districts, so they can't respond to enquiries from a different area (e.g. Waste)
- Telephony solution needs to be able to identify where someone lives which is an additional step to the current telephony process
- Policies not aligned so customer's need to access local services from a single access point (e.g. pest control)

Establishing a Single On-Line Front Door

Scenarios considered in defining our approach

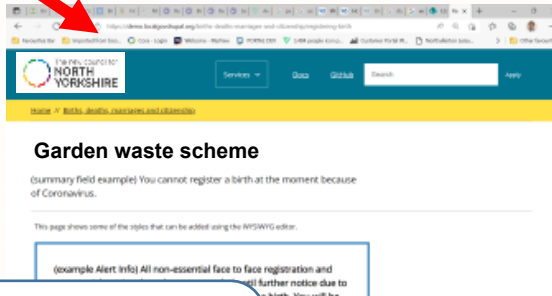
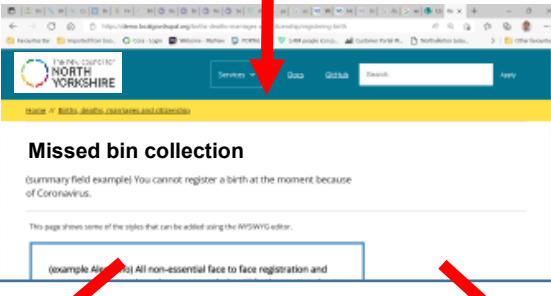
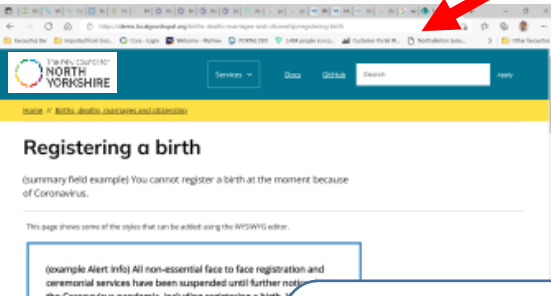
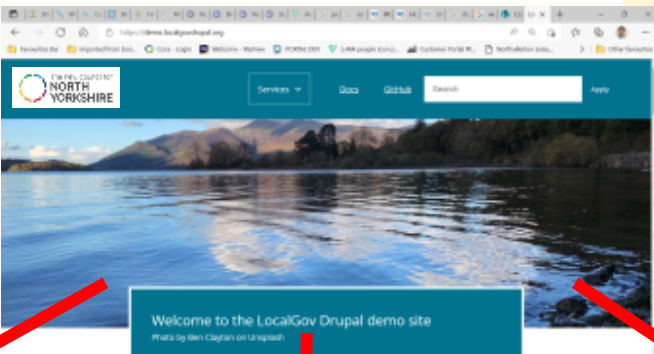
- **No change**
Existing websites stay as they are rebranded to North Yorkshire Council.
- **One front door to 8 websites**
Single page front door that links out to all previous existing websites.
- **One front door to 7 websites but transform countywide services (Minimum viable product)**
Single website for countywide services with gateways signposting to specific area-based services on 7 district websites.
- **Move all old websites to a new website (Minimum desirable product)**
Move the content from all sites to a new single website. Content is **not transformed but will be re-written and consolidated where appropriate**. 7 sets of information remain for each district service.
- **Full transformation**
Single website with transformed services.
Note: As this relies on back office services transforming, which is unrealistic for day one, this option is automatically discounted.
- **Out of scope**
Transactional functionality such as customer portals, these will remain 'as is' for vesting day with basic rebrand.

Establishing a Single On-Line Front Door

Recommended option

Move all old websites to a new website
Move the content from all sites to a new single website. Content is **not transformed**.

Experience summary
Customers are delivered a consistent look and feel for day one for information – with location based content held under each topic area



Location based search to reach localised content

Report a missed bin – Scarborough area
(summary field example) You cannot register a birth at the moment because of Coronavirus.

Report a missed bin – Hambleton area
(summary field example) You cannot register a birth at the moment because of Coronavirus.

Establishing a Single On-Line Front Door

Driving early transformation

A wide variety of content sits across NYCC and district and borough sites; How to avoid a disjointed customer experience and present one front door

Migrate to new website consolidating content where possible

Operational differences between services in different districts mean signposting tools are needed to direct customers to location specific content

Signposting tool being introduced on new website

More complex customer journeys could result in frustration or failure; How to support more complex customer journeys

Webchat / Chatbots being introduced on new website

Compliance with accessibility requirements needed to support vulnerable customers and ensure NYC is safe and legal

Automated accessibility tools being applied to new website to increase compliance

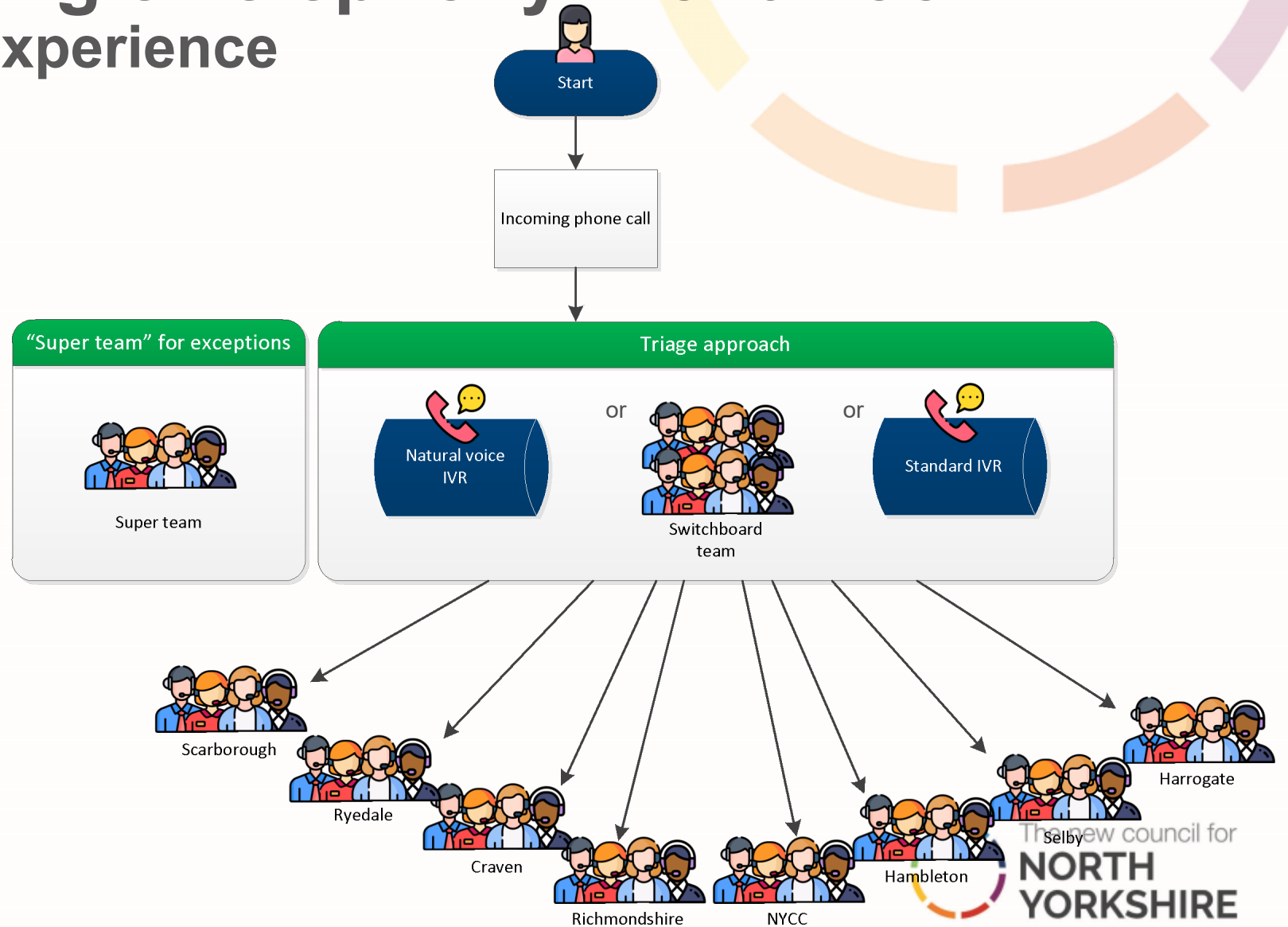
Establishing a Single Telephony Front Door

Scenarios considered in defining our approach

- **No change**
Existing IVRs and phone numbers for each council stay as they are rebranded to North Yorkshire Council.
- **Manual switchboard**
Based upon the Durham approach, no IVR in place for day 1. All calls answered by a single manually staffed number and transferred to the relevant contact centre or service.
- **One front door to 8 council customer service centres using existing touch tone telephone menu (IVR)**
Single number going directly to a traditional options-based push button IVR that will direct to existing councils IVR provision.
- **One front door to 8 council customer service centres using natural voice to select service and location**
Single golden number that uses a natural language to direct calls to existing contact numbers based upon service requested and location. Existing customer service numbers and back-office service provision numbers are plugged into the natural language layer.
- **Full transformation**
Single customer service centre with single IVR with transformed services (natural voice or existing IVR system).
Note: As this relies on back office services transforming, which is unrealistic for day one, this option is automatically discounted.

Establishing a Single Telephony Front Door

Agent & back office experience



Irrespective of option, calls diverted to back office centres

"Safety net team" will pick up any exceptions

Teams remain as they are today for day one

Front door experience with golden number will be consistent

Establishing a Single Face to Face Front Door

- Aiming to have key access points re-branded for Day 1
- Staff knowledge base and training to align and deliver
- Protocols for handling NYCC face to face queries and queries for other locations in development
- Considering how to ensure alignment of opening hours and sufficient time for staff training and support
- Working with HR to ensure staffing pressures are addressed