



Corporate and Partnerships Overview and Scrutiny Committee Customer – 9th September 2024

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Purpose and Introduction

This presentation provides background, and an overview of the:

- One front door approach
- Demand on customer service channels
- New customer experience approach (customer first)
- Customer strategy and customer transformation programme.

One Front Door

One council, One front door, Customer-first approach

- One telephone Number – 0300 131 2131
- One website
- Single Contact us form
- Chatbot
- 7 customer access points

A year in the life of our customer channels



650,566

telephone calls
handled



80,951

Customers
served face to
face



17,437,693*

Page Views

4,612,140*

Users



34,393

website "get
in touch"
link



186,382

Emails
enquiries



465470

Online service
requests



141,476

Chatbot-
launches



Top service demands

Customer contact centre/front facing services

- Council Tax
- Bins Recycling and Waste
- Roads, Parking and Travel
- Adult Social Care
- Housing and Homelessness

Website

- Bin Collections
- Planning Applications
- Road Cameras
- Council Tax
- Main job vacancies page

On-line service Requests

- Garden Waste
- Bin Collections
- Council Tax
- Housing Tenants
- Adult Social Care

One Front Door has delivered improvements

The customer team has supported the organisation to improve a number of services.

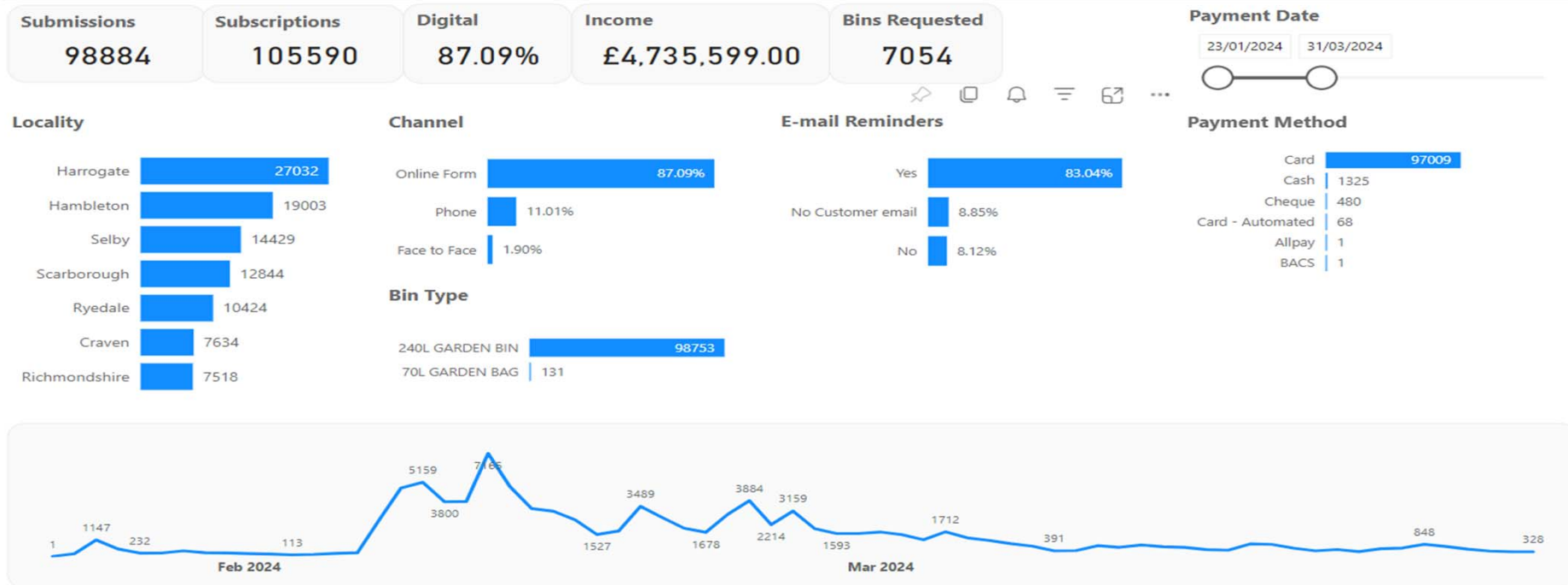
- Garden Green Waste (Harmonisation of the subscriptions service)
- Bulky Waste (Harmonisation of Bulky Waste Collections)
- Combined Bin Calendar (One Calendar for all bin collections days)
- Adult Social Care Robotic Process Automation (supporting increase Adult Social Care demand from other professionals at the front door)
- Elections (Demand shared across all Customer Service Teams)
- Working across service to deliver Household Support Fund

While the above changes have made improvements to customer experience some are interim solutions until full convergence and transformation can be completed.

Bulky Waste and Garden Green Waste did work to agree a single policy for launch.

Garden Green Waste (Launch – 31st March 2024)

Garden Waste



- 87% of customer subscribed on-line
- Demand on the Customer Service Centres was moved so it didn't clash with Council Tax Billing
- The lack of a combined CRM created some challenges for the Customer Service Teams
- The use of 7 different income management systems reduced payment options for customers



WHAT IS CUSTOMER EXPERIENCE?

Customer Experience or CX

The overall feeling and perception our customers develop based on every interaction they have with us over time. If a customer visits our website or our Leisure Centres, has their bins collected, walks in our parks, or interacts with our staff, these things together make up their overall experience with us.

Customer Service

The support we provide in a single interaction. It's how we help customers when they come to us with a question or for assistance.

Customer Experience Strategy

The Customer Experience (CX) Strategy will outline our vision, goals, initiatives, actions and measures to transform how we deliver customer first services, ensuring we meet the needs of our customers.

How can North Yorkshire Council understand the interactions that matter most to our customer and join up their customer (life) journey by designing the best possible experience around them ?

- Customer Experience Strategy
- Annual Customer Satisfaction Survey
- Customer Insight (data)
- Customer satisfaction real-time platform

Customer Programme (Outcomes)

Customer Vision

'We are an organisation which puts the customer at the heart of everything we do to continuously improve their experience'



**One Council-
Customer First-**

A culture
that prioritises the
customer



**We understand
our customer
needs and what
they value**



**Services are
designed to meet
customer needs**



**Improving and
enhancing our
technology and
digital offer to
customers**



**Continuously
improving the
customer
experience**

EASY

ACCESSIBLE

CONSISTENT

RESPONSIVE

RESPECTFUL

INFORMED

TH
KSHIRE
NCIL

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Overall Programme Benefits

Services are aligned and bought into Customer strategy and culture.

Improved clarity on roles and responsibilities, across the organisation, with regards to customers and adoption of the customer first approach.

Improved customer data (inc. visibility across the organisation and quality) and standardised classifications.

Improved understanding of the voice of the customer and improved service understandings of their needs and wants.

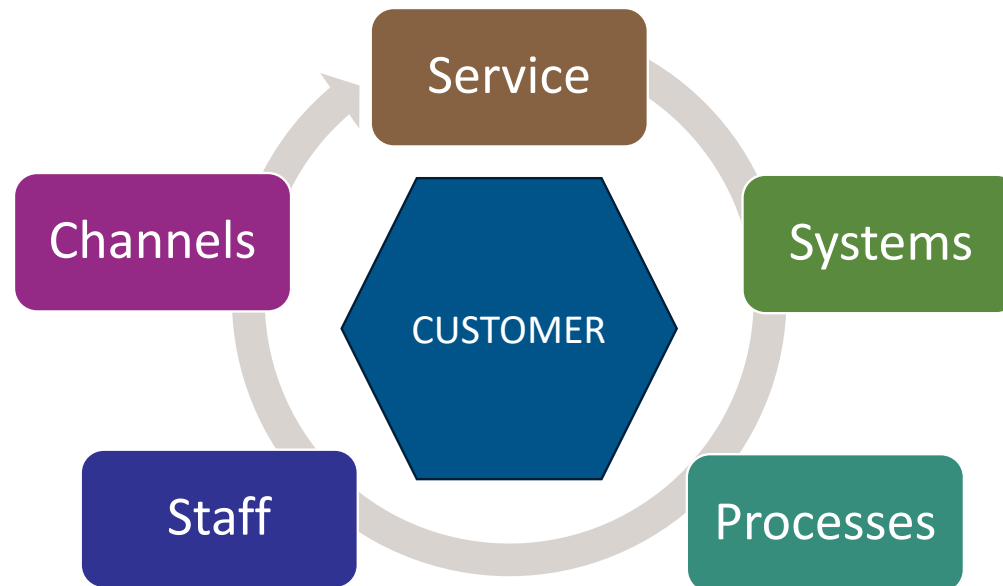
Improved ease and accessibility throughout customer journeys.

Improved service delivery to support customer requests and queries.

More efficient services through the use of CSC to support and triage calls appropriately (need to make sure savings are not double counted).

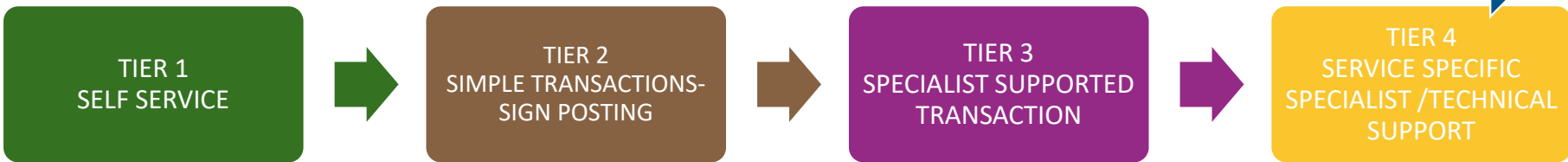
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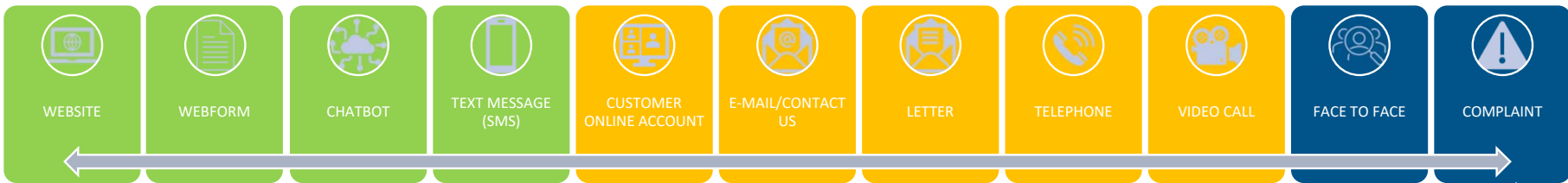


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CUSTOMER PROJECT JOURNEY



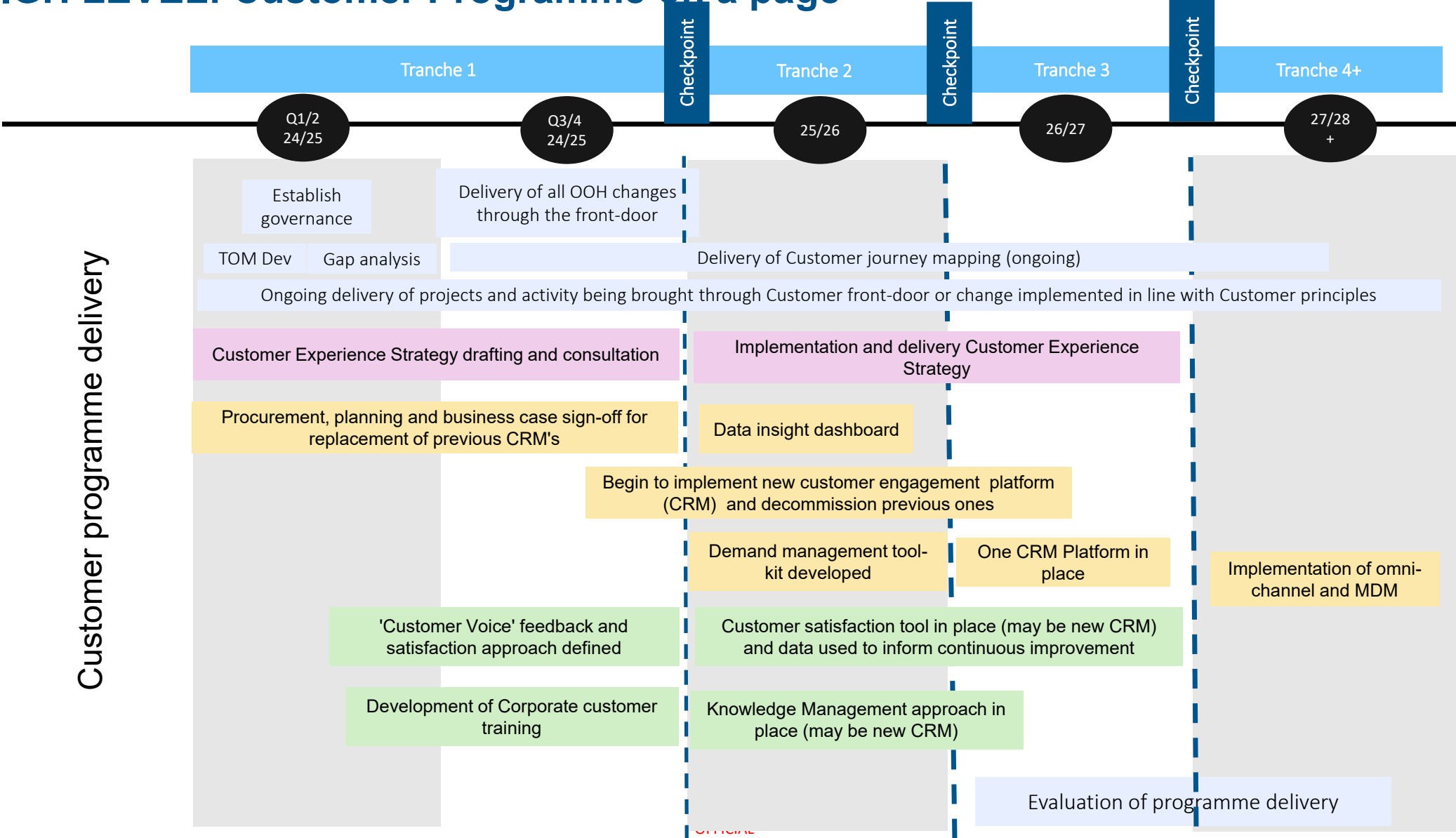
ONE FRONT DOOR- CHANNEL OF CHOICE



TOM



HIGH LEVEL: Customer Programme on a page



Current Service Area Projects with Customer Involvement in design across all channels

- Revenues and Benefits – Convergence and Transformation
 - Out of Hours – Convergence and Transformation
 - Pest Control – Interim Solution
 - Housing Repairs – Convergence and Transformation
 - Housing allocation – Convergence and Transformation
 - Homelessness – Service Convergence
 - Home to School Transport *RPA
 - Children's Social Care Professional On-line Forms *RPA
 - Adult Social Care Professional On-line Forms– Website content review and *RPA
- * Robotic Process Automation – Automates simple processes to reduce capacity required.

Next steps

Customer Programme work is progressing to provide the building blocks to enable us to baseline and understand how we are doing and clearly understand what we need so we are fit for the future

- Customer Experience strategy/ policy
- Customer Voice
- Corporate Customer Excellence Training
- Annual Customer Experience Survey
- Procurement of Customer Engagement platform
- Real-time Customer satisfaction platform
- Customer Experience Business Partners
- Review of Customer Complaints