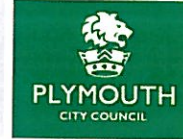
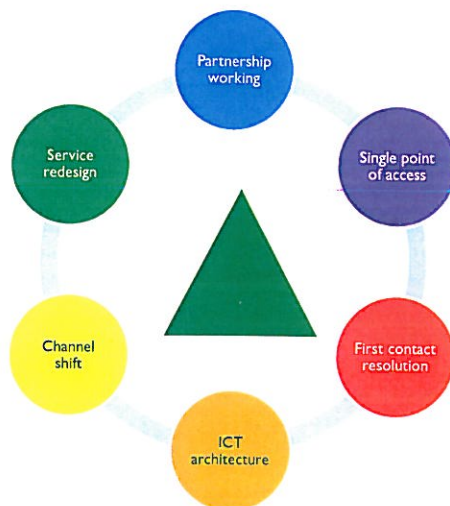
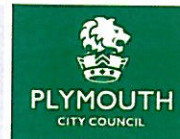


IMPLEMENTING OUR CUSTOMER PROGRAMME



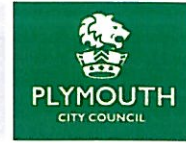
Your Plymouth Scrutiny Panel – 8th July 2013

Customer Services - vision and principles



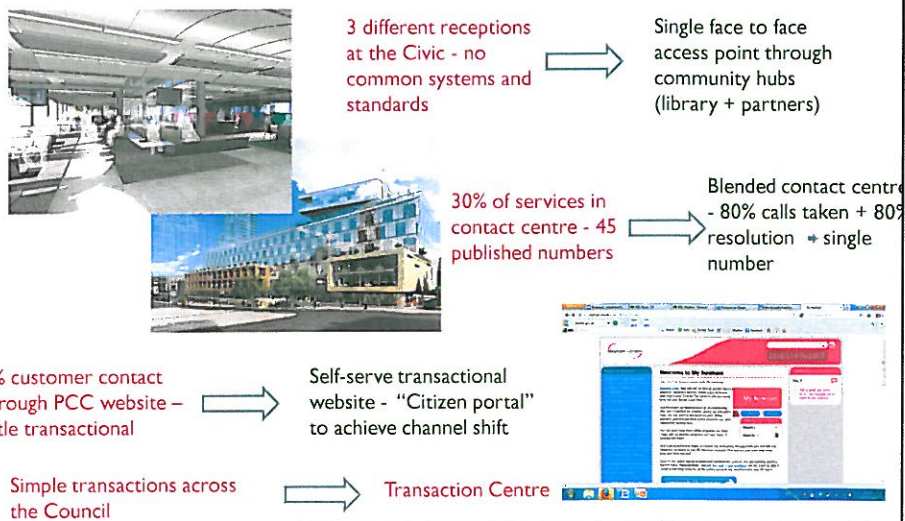
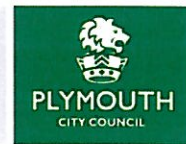
- We aim to provide a **single point of access** to most PCC services
- We will aim to **resolve** most customer enquiries at **first point of contact**,
- We will **engage customers** in the **redesign** of our services to make them more effective and more efficient.
- We will deliver services through **preferred channels** – to make them more accessible and to deliver savings
- We will make efficient and effective use of our investment in corporate **customer-facing ICT**
- We will **work with partners** to make our services more customer focussed, better connected and more efficient.

Customer Programme - work streams and objectives

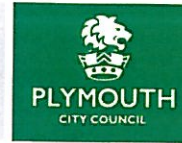


- 1. Establish our **customer operating model** based on single point of contact:
 - Consistent face to face experience – through community hubs with partners
 - Corporate contact centre, moving towards a single number
 - Fully transactional web site with single sign-on citizen portal
 - Transaction Centre
- 2. **Customer review programme** to deliver:
 - Migration to single point of contact : 80% of customer contact + 80% resolution at first contact
 - Channel shift
 - Process improvement
 - Efficiency savings
- 3. **Customer insight** for service planning and improvement
- 4. Corporate **customer care standards** rolled out and monitored
- 5. **Customer-facing ICT infrastructure**

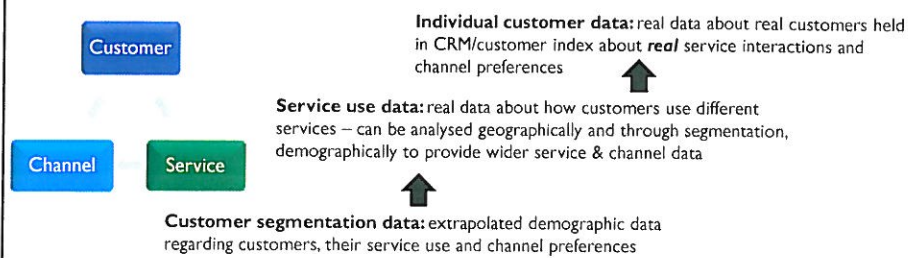
Customer operating model



Customer Insight



- **Customer insight** means understanding who our customers are, what services they use, and how they (wish to) transact with us, and comes from a wide range of sources – from segmentation, service-use data, individual customer data and customer surveys and complaints.
- Need a common approach to provide ever richer insight for planning and managing services:



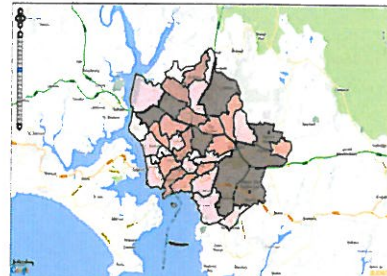
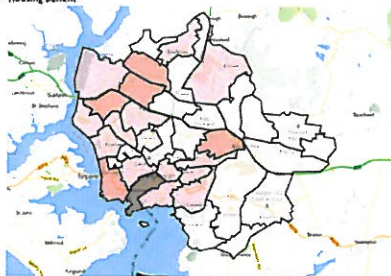
Customer insight in practice



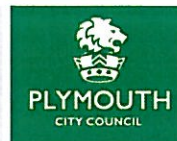
- Where data about service use is available we have begun to use customer insight to define how our face to face services and supported self-service might be delivered in the future through community hubs and libraries.



2. Housing Benefit



Customer care standards

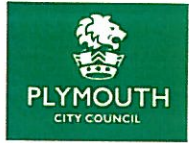


- “Hard” measures - common customer contact performance indicators, e.g.: phone answering and queuing times, customer satisfaction for all telephone and face to face contact , letter, email & voicemail response
- Monitored and reported quarterly
- “Soft” measures for culture change, e.g. : taking responsibility, “think customer”, behaviours.
- Corporate accreditation (e.g. Customer Services Excellence)

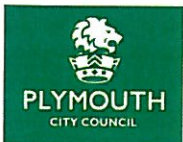
Customer-facing ICT



- Technologies supporting better customer contact management – customer relationship management (CRM), document management, telephony and web (Citizen Portal)
- Customer programme feeding requirements into the ICT programme



Questions?



Thank you