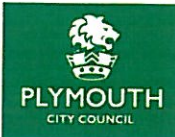



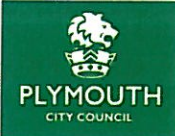
## CUSTOMER TRANSFORMATION





Your Plymouth Scrutiny Panel 4<sup>th</sup>  
November 2013

## CORPORATE PLAN

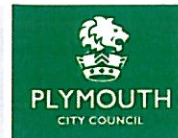


Pioneering Plymouth

We will be pioneering by designing and delivering better services that are more accountable, flexible and efficient in spite of reducing resources.

Outcome	Measures	Key Actions
The Council provides and enables brilliant services that strive to exceed customer expectations.	80% of customer contacts with the Council will be managed through the single point of contact, with 80% of enquiries dealt with at first point of contact.	<ul style="list-style-type: none"> <li>Implement the Customer Transformation Programme.</li> <li>Focus performance improvement on top priorities identified by Plymouth residents.</li> </ul>

## JULY 2013 RECAP



Customer Services - vision and principles included:

- provision of a single point of access to most services
- resolution of most customer enquiries at first point of contact
- engaging customers in the redesign of services to make them more efficient and effective
- delivering services through preferred channels to make them more accessible and deliver savings
- making effective and efficient use of our investment in corporate customer facing ICT
- working with partners to make services more customer focused, better connected and more efficient

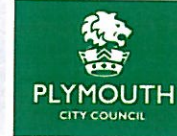
## PROGRAMME CHANGES



- Programme has been re-shaped as a result of:
  - Civic decant
  - New “City Centre Shop”
  - Budget
  - Transformation

Three work streams in place that will prepare us for service reviews as part of the Transformation Programme:

## WORK STREAM PROGRESS

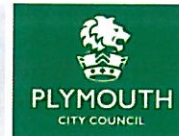


- **Customer Insight** – Developing a toolkit to engage with service areas to aid business planning & service transformation

To promote an understanding of their customer base, highlight clear focus on customer needs, preferred communication and identify alternative delivery models e.g. on line (maximising channel shift where appropriate)

Delivery date Feb/March 2014

## WORK STREAM PROGRESS



- **Customer access and management model** – based on single point of contact for each channel “one front door to meet customer need”

Define and deliver the operating model for face to face contact in new City centre “shop”

- Started and on-going

Oversee the delivery of the technology and operational changes required in the contact centre to enable service migration into it (30% to 80% target)

- Requirements defined/ awaiting ICT implementation

## WORK STREAM PROGRESS



### ▪ Customer led service design

Support the delivery of the face to face service delivery through analysis and redesign of the services to be provided in the new shop

Started & on-going

Define and implement standards across the Council for responding to customer feedback

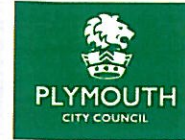
Delivery Q1 2014

## HIGHLIGHTS TO DATE



- 10,000 survey forms completed with customers
- 4,000 views from them
- 20% were visitors for officers in building
- 92% agreed we had dealt with their enquiry first time to resolve their issue
- Identified key groups of customers and their preferred channel of access
- Staff workshops continuing
- Customers will be involved in future re-design
- Wi-fi in libraries
- Developing self-serve & assisted self-serve options and links to the library network

**THANK YOU**



- Questions?

