

YOUR PLYMOUTH

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The Customer and Service Blueprint

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The Project's Vision



The Customer and Service Blueprint project will help drive Plymouth City Council's vision to become a Brilliant Cooperative Council by putting the customer at the heart of everything we do.....

We will:

- collaborate in a cooperative manner with staff, elected members, customers and partners;
- develop a deeper understanding of our customers;
- outline a series of improvements to deliver access and service improvements across the council.

A short Clip.....

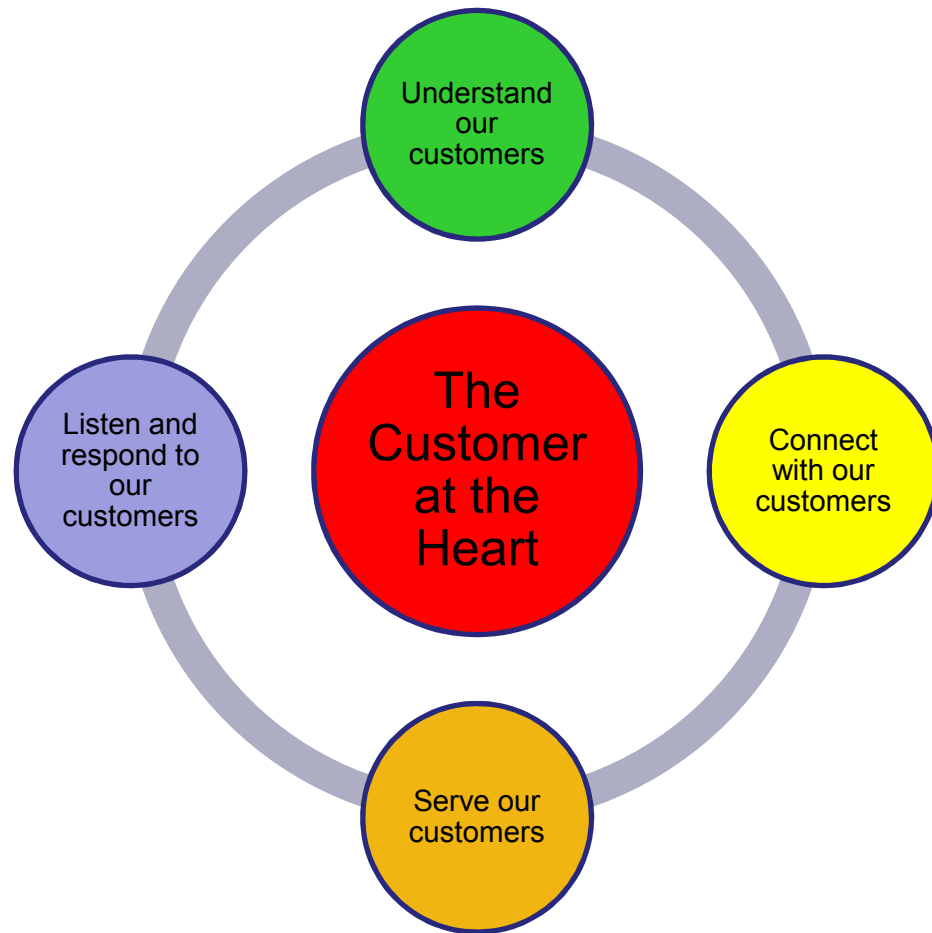


Are you listening?



http://www.youtube.com/watch?feature=player_detailpage&v=p7kpt5x_p3U

Our Plan....



The Customer Access Strategy will be developed against this plan. At the heart of the strategy is the desire to create improved access opportunities and services provided by Plymouth City Council to its customers.

The customer at the heart....



Deliverables

- Customer Segmentation Model
- Customer and channel data

We will develop a cross-functional team from all services in scope to gather data on customers, contact channels and satisfaction levels.

Council-wide Service Review

Scope



The Services in scope for the business analysis review are:

Service	Service
Growth and Economic Development	Waste and Maintenance
Planning	Highways
Transport and Networks	Cemeteries and Crematoriums
Children and Young People's Service Assessment and Planning	Parking and Marine Management
School Organisation Appeals	Museums and Culture
Public Health and Protection	Customer Service
Children and Young People's Services	Benefits Administration
Education Support Services	Registration Service
Community Inclusion	Transaction Centre
Early Intervention and Support Services	Corporate Performance
Social Care Provision	Democracy and Governance
Sports and Leisure	School Organisation

PLACE	Planning
	Growth and Economic Development
	Street scene
PEOPLE	Children's Social Care
	Education, Learning & Families
	Public Health
	Homes and Communities
CORPORATE SERVICES	Customer Services
	FETA
	Democracy & Governance
CEX	Policy, Performance & Partnerships

Note: service list taken from the business services target reference model of Council

The customer at the heart....



Deliverables

- Customer Access Strategy
- Consultation / Engagement

We will develop our Customer Access Strategy and consult with our customers to validate the strategy so that our customers understand how they will be served, consistent with our vision to be a Brilliant Cooperate Council.

The customer at the heart....



We will outline plans that deliver responsive access opportunities and services that serve to meet the needs and realistic expectations of our customers.

Deliverables

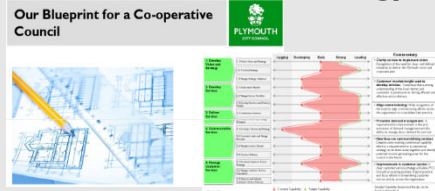
- Customer Access Strategy
- The Blueprint – The Business Architecture bit...
- Implementation Plan
- Full Business Case

The Business Architecture bit.....



- Our Business Architecture approach will help us design more effective, efficient and “joined-up” services.

Co-Operative Council Blueprint and Customer Access Strategy



Customer & Community needs and preferences for access Channels



People, Teams & Organisation

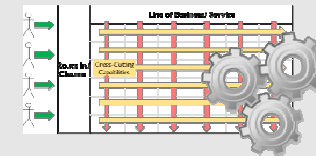


tracking & measuring Performance



Business Architecture joins up the dimensions of business change. It helps us design & plan new capabilities and business change across the whole Council

optimising Services and Business Processes



investing in Information Technology & Data management for digital service



using our Locations and Assets



The customer at the heart....



Listen and
respond to
our
customers

Deliverables

- Customer Access Strategy
- Performance Management to Service Standards
- Implementation Plan

We will improve feedback mechanisms and deliver service standards that are framed around the voice of our customers, to ensure we measure the things meaningful to our customers and allows the opportunity for continuous improvement to take place across the council.

The major project deliverables



■ Customer Segmentation

A business analysis review of all council services in scope to identify customer and contact data that will enable the creation of a customer segmentation model which will then be used to validate the Customer Access Strategy and lead to the direction of channel shift / channel migration designs to be implemented through the service review project(s) in CST_01.

■ Customer Access Strategy

The council's strategy that sets out the vision and principles behind improving customer access and channel shift direction for the future of Plymouth City Council to enable the council to meet its vision of becoming a brilliant cooperative council.

■ Customer and Service Blueprint

The framework that the implementation of the customer access strategy and service reviews (CST_01) will be delivered against. This will show how we link the council's services to deliver to the council's strategies and deliver improvements to services that are required to support the council's vision. It will also detail the design requirements for all components of the business architecture (from vision to performance).

■ Implementation Plan

The action plan and ownership of the Customer Access Strategy and Blueprint enabling deliverables.

Note: Enabling deliverables are those changes required to create the framework rather than requirements from Service Reviews that will allow us to exploit the framework.

Our wishes (your involvement)



- Cooperative Review – cross-panel and transformation focussed group;
- Provide critical friend advice for the strategy's development;
- Potential involvement in staff and customer workshops
- Champion the project's vision