Appendix 1 – Blueprint for Customer Focus

Overview of the Blueprint for customer focus

This section contains the 'blueprint' for the future corporate approach to customer focus for the Council. The 'blueprint' builds on the analysis completed in the earlier sections of the report and represents the preferred way forward from the Options Analysis. The 'blueprint' contains four main themes including Technical, Contact, Organisation and Standards with a series of principles denoted within each. The implementation plan and considerations for implementation will be discussed in the subsequent sections.

TECHNICAL THEMES

Contact Centre
- 1 corporate contact centre (telephone, email correspondence)
- Level 1 support (switchboard, triage, signposting, simple queries)
- Level 2 support (specialist advice)
- One telephone number/email inbox
- Caters for out of hours/emergency

Technology Enhancement
- Create one single corporate CRM
- Rationalise IT systems
- Front and back end system integration
- Invest in self serve opportunities
- Utilise applications where applicable
- Remove offline spreadsheets/databases

Website/ Applications
- Streamlined website
- Easy to use/navigate
- Caters for all customers
- Signposted content/departments
- Mobile ready/compatible/ use of Apps
- Links for existing portals e.g. Members

Data and Customer Insight
- Enhanced quality of data
- Remove duplication
- Easier to extract and manipulate
- Greater analytics and insight
- Identify lessons learned
- Use to improve performance

CONTACT THEMES

Digital First
- Identify services for digital delivery
- Increase self serve opportunities
- Drive channel shift
- Front and back end system integration
- Enable new ways of working for admin

Assisted Digital
- Clinics/kiosks in selected facilities
- Accessibility and inclusion for all
- Consistent telephone support
- Education/training for customers on new ways of working
- Communication/engagement strategy

Multi Channel Approach
- Multi channel approach
- Adhering to digital first principle
- Greater use of digital services
- Restricted face to face support
- Higher quality of website content
- Higher quality telephony service

Social Media
- Consistent approach/ Corporate Sponsor
- Streamlined approvals for content
- Effective resourcing
- Tailoring messages to customers based on greater insight

ORG THEMES

Marketing/ Communication
- Focused and targeted marketing
- Promote new channels/services
- Promote customer vision/standards internal/external to the organisation
- Communication/engagement plan

Process Redesign
- Identify processes for redesign
- Improved ways of working
- Efficiency and productivity gains
- Organisation transformation/change

Area Based Services
- Align to 'service integration' project
- Nominated contact person per area
- Area field staff advocate for customer Develop Expertise based on area

Culture and Change Management
- Integration with change prog
- Identify org change requirements
- Staff training in vision
- Staff training in new systems
- Staff training in processes

STANDARD THEMES

| Service Quality |
| Customer Contact |
| Focus on the Customer |
| Accountability (Corporate and Business Standards) |
| Consistency across Council and Business Areas |