

Appendix 2 – Customer Focus Design Principles

During the OBC phase of work, a number of design principles were established and agreed. These are the rules to define the future corporate approach to customer contact, building upon the vision themes. The below summarises the agreed design principles, as they have evolved and been updated through the lens of customer feedback findings during the Discovery exercise.

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- 1** Consistent, joined up, **corporate** approach, underpinned by standards.
 - 2** **Customer centricity** (first) to improve customer experience.
 - 3** Provide access to the **right information** at the right time and from anywhere.
 - 4** Deliver greater insight and analysis on customer behaviour, driving **decisions** based upon **data**.
 - 5** **Digital First not Digital Only** to enable inclusivity and channel choice (i.e. digital first where possible).
 - 6** Improve the **efficiency** of processes to support the scale of growth required to meet the Belfast Agenda.
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