

CUSTOMER EXPERIENCE PROJECT

Strategy and Performance Advisory Committee 3 March 2015

Report of Chief Officer Corporate Support

Status: For Information

Key Decision: No

This report supports the Key Aim of improving the key services we deliver to the public.

Portfolio Holder Cllr. Peter Fleming

Contact Officer(s) Amy Wilton x7280

Recommendation to Strategy and Performance Advisory Committee

That this report be noted

Background Information

- 1 The Customer Experience project is one of the Councils key corporate projects. Over the last 12 months the Customer Services Manager has represented the Council on the Kent Channel Migration group. The group is made up of 8 Kent authorities, including Sevenoaks District Council and has looked at a number of initiatives for channel migration. Through this work, Sevenoaks District Council has looked at improvements for the existing website for refuse collections, planning application searches and behavioural change methods for Revenues customers.
- 2 In parallel to this work, the Members Communications working group has also carried out some work on identifying improvements to the current website and expressed a need for change with the current website to accommodate far more online services, to provide an improved service to customers, 24/7. It is recognised that by enabling self service options for customers that are willing and able to do so, attention can be given to those customers who still require a more traditional service either face to face or over the telephone, during normal office hours.
- 3 A brief has been written for a new website covering technical requirements. This was circulated to the Members Communications working group and feedback from Members indicated that further work was required on the design and identity elements. Cllr. Miss Stack gave a presentation on this work at the committee meeting in October and members agreed the outcomes.

Recent Progress

- 4 Since the last Strategy and Performance Advisory Committee meeting, officers have progressed a project to build a new Customer Relationship Management

(CRM) system. This is due to go live in quarter 1 2015/16 and will enable much easier access to front line systems for front line staff. In addition the system will provide a more effective platform to integrate with a new website to enable straight forward and simple self service task for customers.

- 5 The council is continuing work with the Kent Channel Migration team to look more in depth at the analytics data from our current website. By further analysing the journey a customer takes through our current website, we will gain a greater understanding of how customers access and view our website and the information within it, which will in turn help us to shape our online services in a more customer focused manner.
- 6 Initial work is taking place with an external company to ensure a consistent approach is adopted across all access channels. Officers will liaise with the Portfolio holder and his deputies as this work progresses. The aim is to complete this element of work by mid April.
- 7 Following the circulation of the website brief to the Members Communications working group during the latter part of 2014 and subsequent feedback from Members, the Customer Services Manager has looked at additional functionality for the new site to incorporate web chat. This will be included in the brief that is used for the procurement of a new website. Current target delivery date for a new website is quarter 2 2015/16.

Conclusions

- 8 It is apparent that customer expectations and behaviours are constantly changing. Through the progression of the work outlined in this report, we will ensure that developing technology is used in an effective manner to meet these changes. We also aim to encourage customers to use easier, more cost effective methods of accessing services, whilst not disadvantaging those without access to technology.

Key Implications

Financial

Any associated costs at this point will be met from with existing budgets

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Background Papers: None.

Jim Carrington-West
Chief Officer Corporate Support