

CUSTOMER EXPERIENCE PROJECT

Policy and Performance Advisory Committee - 25 May 2017

Report of Chief Officer Corporate Services

Status For Information

Key Decision No

Portfolio Holder Cllr. Peter Fleming

Contact Officer Amy Wilton, Ext. 7280

Recommendation to Policy and Performance Advisory Committee: That this report be noted.

Introduction and Background

- 1 The Customer Experience project is one of the Councils key corporate projects. In 2014 the Members Communications working group expressed a need for change with the then current website to accommodate far more online services, to provide an improved service to customers, 24/7. It was 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.
- 2 A brief was written for a new website covering technical requirements, design and identity elements. A web design company called Jadu, who specialise in local authority websites were commissioned to build and design a new website for the Council. This went live on 28 March 2017.
- 3 All content on the old site was reviewed, reduced and then re-written before being added to the new site.
- 4 Where possible PDFs have been removed from the site, as these are recognised to not provide a good online customer experience as they are not searchable or screen reader friendly. They therefore do not fully meet accessibility requirements.
- 5 A customer account function has been introduced, which enables customers to see case history, view local information to them quickly and easily and register for updates from the Council.
- 6 A number of online forms, including bulky collection booking and garden waste permits have been introduced.

- 7 The Corporate Customer Services and Delivery Manager will provide a demonstration of the new website to the Committee.

Key Implications

Financial

The design, build and delivery of the new Council website was delivered within the allocated budget.

Legal Implications and Risk Assessment Statement.

There are no legal or risk implications related to this report.

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.

Appendices None

Background Papers None

Jim Carrington-West

Chief Officer Corporate Services