

## Customer and Digital Strategy 2019-2022

### Year One High Level Delivery Plan

| Theme                       | Action  | Lead Officer      | Target dates | Status and comment |
|-----------------------------|---|-------------------|--------------|--------------------|
| Understanding our Customers | Develop Borough and Neighbourhood profiles to give a better understanding of our residents and promote these on our website             | Alison Wilkins    | March 2019   |                    |
|                             | Carry out a baseline customer satisfaction survey using the eCitizen panel  | Clare Law         | March 2019   |                    |
|                             | Use performance management information, particularly complaints and compliments and feedback from Members to focus improvement activity | Clare Law         | Ongoing      |                    |
|                             | Rationalise our IT systems to give a single view of the customer  | Diane Dungworth   | Sept 2019    |                    |
| Customer focused culture    | Organisational development plan   | Clare Law         | Tbc          |                    |
|                             | Internal and external communications plans, including Member briefing sessions  | Clare Law         | Tbc          |                    |
|                             | Set up and support a staff suggestion scheme  | Clare Law         | Tbc          |                    |
| Information and access      | Digital by default approach further developed through the website   | Joanne Hargreaves | Ongoing      |                    |
|                             | Improve telephony services through consistent advice and support  | Diane Dungworth   | March 2019   |                    |

|                        |  |  |   |  |
|------------------------|--|--|---|--|
|                        | <p>Work with new Revenues and Benefits contractor to ensure One Stop Shop gives good customer service experience and streamlines customer access</p> <p>Explore how social media can be used to share information proactively, receive feedback and engage with particular communities of interest and place</p> <p>Develop an assisted digital programme to help ensure that everyone can access our services</p> | <p>Andrew Buckle</p> <p>Clare Law</p> <p>Andrew Buckle</p> | <p>March 2020</p> <p>Tbc</p> <p>Dec 2019</p>      |  |
| Delivery               | <p>Process redesign programme – from first contact to delivery. Start with Operations processes.</p> <p>Assess the most effective working arrangements for our staff and develop new ways of working</p> <p>Seek out opportunities to explore digital innovation to improve customer experience</p>  | <p>Diane Dungworth</p> <p>Clare Law</p> <p>Sam Plum</p>    | <p>Sept 2019</p> <p>March 2020</p> <p>ongoing</p> |  |
| Timeliness and Quality | <p>Refresh customer service standards</p> <p>Ensure our data and information is safe and secure</p> <p>Promote open data and transparency</p>  | <p>Clare Law</p> <p>Andrew Buckle</p> <p>Andrew Buckle</p> | <p>June 2019</p> <p>Ongoing</p> <p>Ongoing</p>    |  |