

### Appendix 3 - Customer Experience Strategy Delivery Progress Updates

| Workstreams  | Progress   |
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| Workstream 1 | <p>Most activities in workstream 1 are now complete, including:</p> <ul style="list-style-type: none"> <li>• Review of the corporate complaints process to ensure customer complaints are resolved at the earliest opportunity and services are improved based on feedback received. The arrangements for handling complaints received about our partners who deliver services on our behalf are also reflected in the corporate complaints policy. Quarterly complaints meetings are held with all services.</li> <li>• Monthly meetings held with all service areas to identify and deliver continuous service improvements.</li> <li>• Implementation of a 'Contact Us' form on our website, which is heavily used by our customers.</li> <li>• Ensuring that data is only collected when required e.g., for out of hours emergency situation and housing. A Data Protection Impact Analysis is completed when relevant.</li> <li>• Ensuring that our digital improvement team have data analysis tools and capabilities e.g., Google Analytics and GovMetric.</li> <li>• Development of complaints reporting functionality on the Business Intelligence platform. This function is now live.</li> <li>• Reporting annually and quarterly to Corporate Management Board on complaints received and performance against KPIs.</li> <li>• Update of the Customer Care Service Standards (CCSS) on best practice, customer expectations and the council's values. <b>The new CCSS will be launched from July 2023.</b></li> <li>• Updated Procurement Strategy to include a customer care method statement.</li> </ul> |
| Workstream 2 | <ul style="list-style-type: none"> <li>• Key online services have been identified and aligned to key events to promote to our customers and encourage uptake of our digital services. A Communications Plan is being developed for roll out.</li> <li>• Work has commenced on automating customer satisfaction surveys, giving customers the opportunity to provide feedback at key points of the customer processes.</li> <li>• A refreshed website and digital review process has been developed to ensure that both contact channels are regular updated.</li> <li>• The online 'Report It' function has been updated and improved following feedback from customers and engagement with members.</li> <li>• A number of new forms have been developed via our customer relationship management system, Firmstep</li> </ul>   |
| Workstream 3 | <ul style="list-style-type: none"> <li>• The development of digital services identified through the transformation programme in the Community Protection team has been further progressed with a range of additional digital forms due to go live.</li> </ul>  |
| Workstream 4 | <ul style="list-style-type: none"> <li>• A new corporate induction e-learning module and complaints handling training is being developed to support our staff to deliver great experiences.</li> <li>• A programme of customer focussed training for delivery across the council appropriate to the requirements of staff roles. The training will be incorporated within the council's Values and Behavioural Framework.</li> </ul>   |
| Workstream 5 | <ul style="list-style-type: none"> <li>• Options for delivering our services through additional delivery channels such as AI, WhatsApp, and voice automated telephony are being explored. Initial exploratory meetings with our suppliers to explore options have been held and will be subject to a business case to take forward the preferred option(s), if any.</li> </ul>   |

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| Workstream 5 / Digital Isolation                                 | <ul style="list-style-type: none"> <li>Following the launch of the 'Staying Connected' project to address digital isolation in Watford, a proposal to enhance the scheme is being developed. The proposal will also incorporate a scheme for recycling old devices and making these available for residents who do not have access to any devices at minimal cost. The draft proposal is expected in July 2023.</li> </ul>  |
| Workstream 5 / new face to face operating model in the Town Hall | <ul style="list-style-type: none"> <li>As the Town Hall Refurbishment project continues, engagement is ongoing to develop a new face to face operating model in time for the Town Hall reopening in Spring 2024. The new area will comprise of a waiting area, public computers and telephone, Healthy Hub, semi-private interview space and a mix of large, medium and small meeting rooms.</li> </ul>   |
| Workstream 6   | <ul style="list-style-type: none"> <li>Given the focus of this workstream on continuous improvement, improving customer experience reporting, KPIs, developing dashboards and utilising data to inform how our services are designed and delivered, the delivery of this workstream will commence once the new Business Intelligence Strategy is approved, which is on track for approval in June 2023, ensuring alignment between the two pieces of work.</li> </ul> |