

Customer Experience Strategy

Q2 Highlights

- Ongoing development of our online services, making it simpler and easier for our customers to contact us and use our services. Processes updated on the council website recently:
 - New Immigration inspection form - enables residents to apply for an inspection of their property.
 - Find my councillor - enables residents to find their councillor using postcodes.
 - Garden Waste - updates helped ensure successful completion of the renewal period
- Continuing to develop our customer experience dashboard to support service areas to self-serve, forecast customer demand and identify improvement opportunities for our customers.
- Our switchboard contract re-procurement is underway, providing an opportunity to explore other contact channels, such as SMS and AI, through which we can deliver our services.
- Automated customer telephone survey go-live expected end of October 2023 for mobile phone users, allowing us to obtain more feedback about our services so we can continually make improvements.
- Review of our Parking Services webpage close to completion following feedback from customers.
- A programme of customer-focused training for council staff, based on our Customer Service Standards, developed
- Successfully tested Co-Browsing which will allow officers to see customer's screens and to help them successfully use the website and forms.
- Further funding awarded to support 'Digital Inclusion', which includes a proposal to work with W3RT to support residents who are digitally isolated and those who lack confidence in using our digital channels.

Q3 Priorities

- Introducing automated customer telephone surveys
- Introducing customer co-browsing
- Progress development of additional digital processes including Land Charge Enquiries and Equalities Information
- Progress switchboard re-procurement
- Continue development of customer experience dashboards and digital processes



Almost 13,000 online forms submitted

6% reduction in the number of complaints received in the same quarter last year



604,946 visits to the council website

985 visits to the Customer Service Centre



93% of all telephone calls answered

