

# Customer Experience Strategy

## Q3 Highlights

- Successful staff engagement event held in December 2023 to present the Customer Experience Strategy, giving colleagues an opportunity to discuss and feedback on the Strategy delivery.
- Continuing to develop our online services, including streamlining, and automating processes through integration with back-office systems. Processes in development include Pavement Licensing and Temporary Event Notice.
- Working with W3RT to deliver digital isolation workstream. W3RT organising and delivering group training sessions across the borough.
- Continuing to develop our customer experience dashboard to support service areas to self-serve, forecast customer demand and identify improvement opportunities for our customers. Mapping Census 2021 on GIS and areas of deprivation and fuel poverty maps built for Citizens Advice.
- 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. At present we have been looking at demos from potential suppliers.
- Automated customer telephone surveys, which allows mobile phone users to leave feedback via text message went live in October 2023. More constructive feedback about our services has been received as a result.
- Parking Services website review completed following feedback from customers.
- Co-Browsing which allows officers to see customer's screens and to help them successfully use the website and forms is currently being tested on third party websites, specifically the Housing form, as that is where most customers need our support online.

## Q3 Priorities

- Procuring a new Switchboard operator/Smart IVR for the council which will include additional technologies like AI.
- Introducing customer co-browsing.
- Continue development of customer experience dashboards and digital processes



Almost 8,234 online forms submitted

22% reduction in the number of complaints received in the same quarter last year



495,340 visits to the council website

1,116 visits to the Customer Service Centre



97% of all telephone calls answered

