

Digital Customer

Scrutiny Panel – 13th
October

Digital Customer - Draft Strategic direction and principles

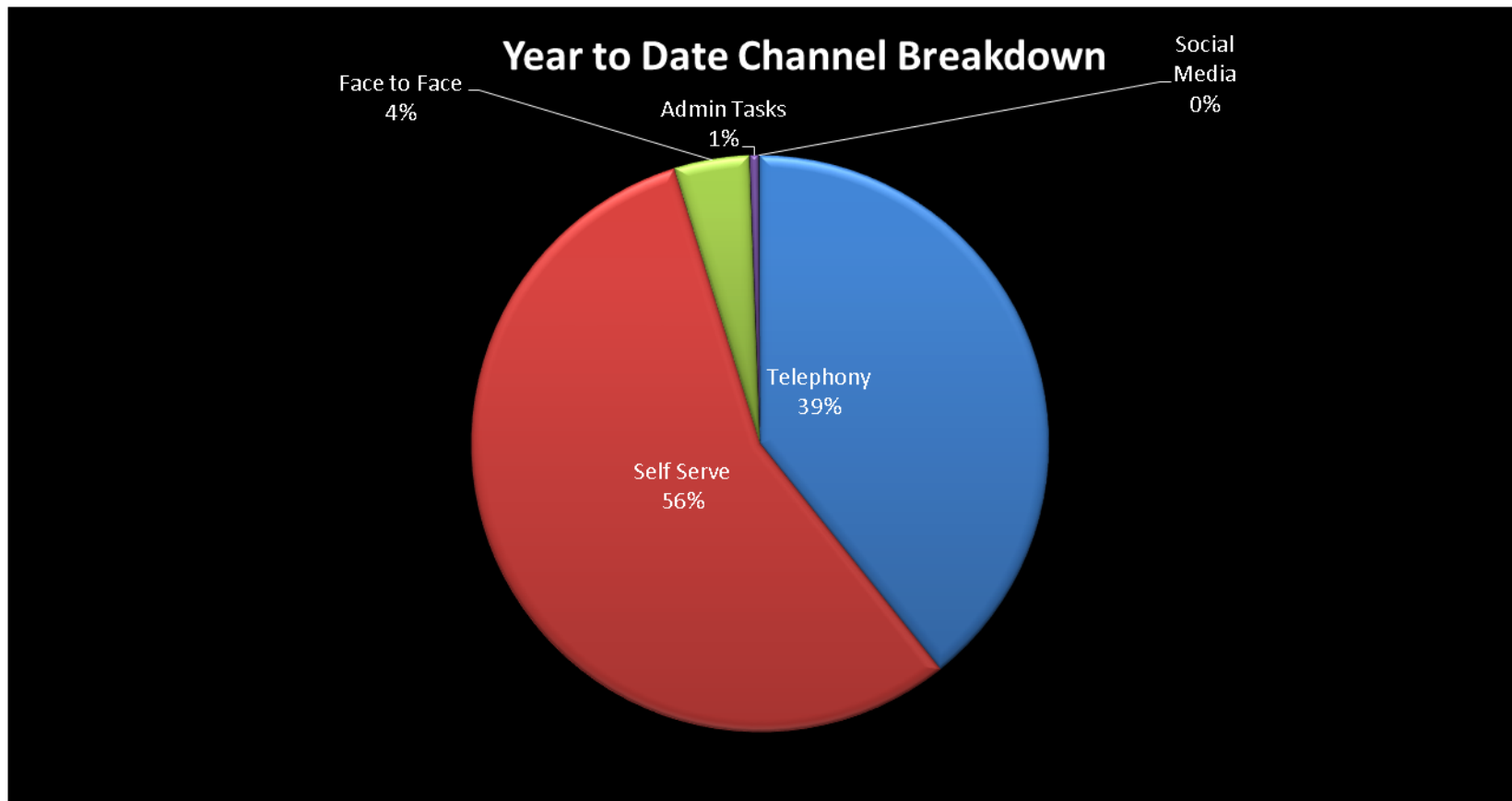
- **Digital Customer:**
- Customers will be able to easily connect with Ealing Council at a time and place convenient for them, they will only need to tell us once and can be confident that Ealing will get it right first time.
-
- **Principles**
- Digital services will be accessible to all
- Digital solutions will get things right for the customer first time
- We will put customers at the heart of designing and improving digital services
- We will design services that are easy to use, so people choose to use them, (optional: and then seek to reduce the provision of non-digital services in the future)
- We will provide support for those who need a little extra help

Customer contact telephone and face to face 2015/16

- 1.3 million calls received, 49% of which successfully dealt with by auto agent.
- A total of 66,820 visits were recorded in 2015/16 with visits reduced by 46% from 2014/15 to 2015/16.
- There has been a 78% decrease in face to face customers since 2012

Customer Contact, channel breakdown 2015/16

Over half of all customer contact is via a 'digital' channel



Our digital starting point

My Account customer portal

- 46,000 registered users
- Services selected - high volume transactions
- 20% reduction in contacts on the telephone for Council Tax and Benefits
- Reduction of 5.5FTE (209k)

Customer Activity

- 120,000 Council Tax account views
- 31,000 payments processed
- 4,500 direct debits
- 750 SPD applications
- 10,700 registered for E billing (since August 16)
- 85,000 Housing Benefit account views

Channel shift – reduction in telephone calls

	September 2014 – August 2015	September 2015 – August 2016	Percentage change
Council Tax	107,081	86,751*	-18%
Housing Benefits	141,855	111,942	-21%
Total:	248,936	198,693	-20%

Customer feedback

1097 responses from the customer survey:

- 75% said it was easy to sign up for the portal.
- 68% said they could easily find what they were looking for via the portal.
- 72% said that overall the portal was easy to use.
- 73% said that overall the portal was useful.
- 53% said that using the MyAccount portal enabled them to find information or carry out a transaction without needing to contact us.
- 44% said that they access their portal account either monthly or weekly.

Customer Feedback

- “The account is simple and easy to use and meant that I can check what I need online without having to call.”
- “I really like the idea of using my account which informed me of a lot of information which I didn’t know. It’s really helpful and I would like to thank you.”
- “I’ve seen improvements during the last year. Keep moving on;)”
- “I like it and it’s very useful.”
- “It’s clear and I can see all my payments and instalments and that’s very comfortable for me.”

My Account Next Steps

Love Clean Streets – November 2016

Environmental issues, Parking, Roads and Pavements, Parks and Trees.

Housing Rents – October 2016

Single sign on – E forms

E Forms

- Currently 81 forms
- 120,000 forms submitted per annum
- High volume of contact in Streets, Parking, Benefits, Council Tax, Parking, Complaints
- The majority of these services are still available on FTF and on the phone

Improved customer journey and experience

- Customer focus groups
- Complaints
- High volume contacts – end to end process reviews
- Web analytics
- Agilisys Engage (signposting and roadblocks)
- Telephony improvements

Next steps

- Closing the loop
- Tell us once
- Social media
- Intelligent virtual agents
- Web chat

How will we support our customers

- Implement common processes e.g. payments, bookings
- Feedback from customers – learn and improve
- Up to date technology
- Customer Service Centre/Libraries
- Appointments
- Enable our staff (digital council)

Questions?