

Developing Our Customer Insight Forum

Customer Centric Organisation

- Robust and detailed understanding of different and diverse local communities - 'one size' doesn't fit all
- Understand and anticipate current and potential customer need
- Customer needs and wishes determine the design of business processes
- Recognises importance of customer experience in achieving VFM
 - right services / right people / right first time
- Successful access channel strategy

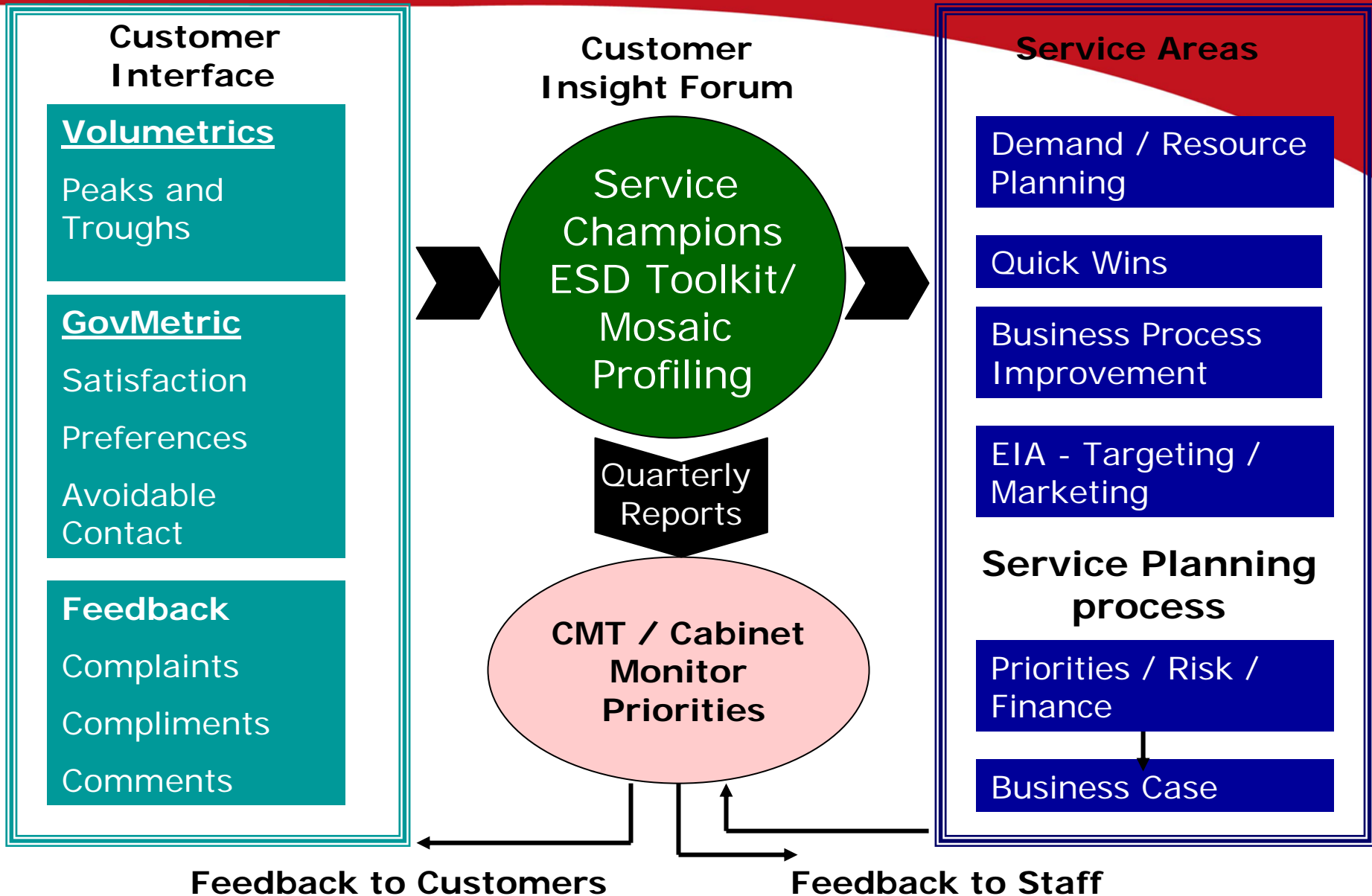
- Customer Service and Access Vision
 - Increase customer engagement and involvement in the decision making process
 - Understand the customer experience and use as a guide to service delivery
 - Customer experience not just a frontline responsibility
 - Culture where responsibility ‘institutionalised’ across whole organisation
- Supports VFM and efficiencies – targeting services and Business Process Improvement
- Maximise investment in the ‘tools’ by cascading knowledge and skills to every service area
- Avoid scattergun approach and information overload

Getting the Organisation into Shape

Developing our Customer Insight Framework

- Engage the decision makers
 - Cabinet / Council
 - Core Managers
- Build Capacity – allocate a dedicated resource
- Single point to build corporate focus on customers
- Co-ordinate and cascade data, information and skills
- Every service area needs a champion!
- Make it part of the Service Planning process
- Involve ‘Communications’ – internal and external
- Make it transparent - publicise performance and feedback outcomes / actions to customers

Evidenced Based Decisions



Outcomes / Benefits

- Customer experience is always at the heart of the corporate agenda
- Supports evidence based decision making – reduces risk
- Customer needs and preference drives corporate priorities and allocation of resources
- All service areas have ownership of the customer experience and are accountable for actions and improvements
- Satisfied customers who feel listened to and that they can influence decision making

Story so far.....

- Targeting services:
 - benefits take up
 - health referral
 - financial inclusion
 - fuel poverty / affordable warmth
- Quick wins – core information pack
- Development of community based service hubs
- Guiding partnership working

Challenges

- Optimising volume and quality of data
- Making customer insight part of the day job
- Removing the potential for front office / back office silos
- Improving the feedback loop to customers
- Developing a marketing strategy
- Capturing and driving out potential efficiencies

Thank You

Questions?