Implementing The Customer Service Strategy

Outline Plan

WORK STREAM	2015/16	2016/17	2017/18	2018/19	2019/2020
Customer Insight	Apply Council Profile to Services	Establish Customer insight data model	Re-evaluate Council Broad profile	>>>>>>>>>>>>>>>>>>>>>>>	Re-evaluate Council Broad profile
	Establish where local profiles can be created	Re-assess where local profiles may now be created	Complete all local service profiles	Re-evaluate local profiles	Review Customer Insight within CS Strategy Review
	Create Local profiles based on available data	Create local profiles using newly recorded data	Service actions now utilise local profiles	>>>>>>>>>>>>>>>>>>>>>>	
	Gap assessment of data requirements by service	Prioritise services I line with Council priorities/Strategic Plan	Complete data measurement model	>>>>>>>>>>>>>>>>>>>>>>	
	Action Plan to gather data	Implement Data Gathering Plan	Data gathering model live for all services	>>>>>>>>>>>>>>>>>>>>>>	
Channel Shift	Establish channel data availability	Implement data gathering action plan	Implementation of access channel driven service plan actions	Assess progress of all service channel shift against targets	Review Channel Shift within CS Strategy Review
	Develop initial council data	Enhance Council channel model	Assess progress of pilot channel shift services	>>>>>>>>>>>>>>>>>>>>>>	
	Use service data that is already available	Apply additional measured data	Evaluate channel shift strategy, considering active management to shift use to self-service and digital only channels	Implement active channel shift including demand management	
	Map service delivery model for each service - qualitative	Run pilot target for channel shift	Monitor progress against targets	Re-evaluate targets	
	Map volumes onto service delivery models where available.	Map additional service data to service delivery models	>>>>>>>>>>>>>>>>>>>>>>>	>>>>>>>>>>>>>>>>>>>>>>	
	Initial target setting/actions based on available qualitative/quantative data	Establish customer management platform	>>>>>>>>>>>>>>>>>>>>>>>	>>>>>>>>>>>>>>>>>>>>>>	
		Establish customer self-service platform	>>>>>>>>>>>>>>>>>>>>>>>	>>>>>>>>>>>>>>>>>>>>>>	
Service Satisfaction & Standards	Audit current satisfaction and feedback data - quantity, quality, availability	>>>>>>>>>>>>>>>>>>>>>>	Local standards to reflect individual channel shift and service priorities	Assess service satisfaction monitoring framework	Consider Satisfaction Monitoring within CS Strategy Review
	Gap analysis of feedback and satisfaction information across all services	Assess service experience by channel and propose standards	Implement and measure revised overall standards of satisfaction and service by access channel	>>>>>>>>>>>>>>>>>>>>>>	
	Propose customer feedback monitoring action plan	Implement feedback monitoring plan	>>>>>>>>>>>>>>>>>>>>>>>	>>>>>>>>>>>>>>>>>>>>>>	
Services for Minority and Vulnerable Groups	Apply existing data on profiling to service knowledge of vulnerable groups	Review all service needs of vulnerable groups and options to consider alternative service delivery	Implement pilot service to vulnerable groups	Review pilot effectiveness and further roll out if appropriate.	
	Apply Council profile to service for service planning	develop pilot service	>>>>>>>>>>>>>>>>>>>>>>>	>>>>>>>>>>>>>>>>>>>>>>	
Accessibility	Service delivery impact assessments in service plans	Impact assessment of channel shift plans	>>>>>>>>>>>>>>>>>>>>>>>	>>>>>>>>>>>>>>>>>>>>>>	Consider Accessibility of council Services with CS Strategy Review
	High level access channel impact assessment	Develop plan for customer Service centres based on channel shift targets and profiling of Face to Face service users	Begin project to alter customer service centres to reflect access channel strategies	>>>>>>>>>>>>>>>>>>>>>>	
		Impact assessment of local service delivery models based on local customer profiles. Linked to development of service for vulnerable groups	>>>>>>>>>>>>>>>>>>>>>>>	>>>>>>>>>>>>>>>>>>>>>>	
Resources	Rough Cut Approach diverting existing resources for focused 3 Month planning period	Progress 2 year resourced work to establish business models, data systems and processes	Review progress of delivery of sustainable evidence based service planning and design	Withdrawl of additional change support to run as business as usual	
	Proposal based on rough cut approach to build sustainable models for customer insight, channel shift and satisfaction	Review emerging projects within services and level of support each requires as business cases become proven.	Maintain project delivery resources	>>>>>>>>>>>>>>>>>>>>>>	