



Powys County Council

Transforming our Customer Journey

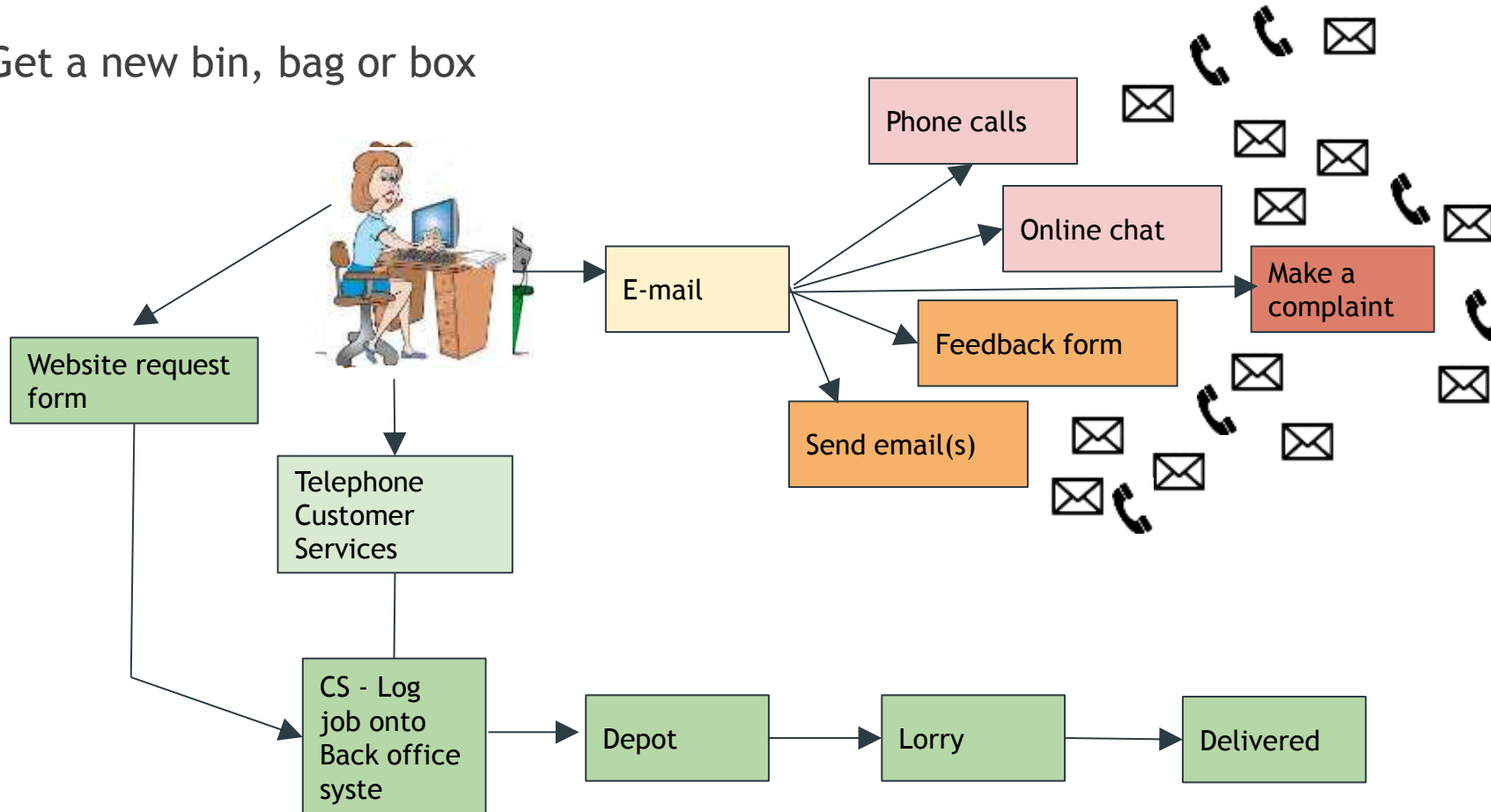
Kelly Watts
Acting Head of Customer Services & Transformation

The case for change

- Customer's expect digital services
- Lack of data
- Customers accessing through multiple channels
- Failure demand
- No organisational overview of our customers

Current process

Get a new bin, bag or box



Our Approach to Change

Use a consistent methodology and approach

One task at a time

The “right” team

Putting the customer at the heart of everything we do



Customer rings in or completes request on line

Receives e-mail that their request has been received

Able to view status of job through "My Account"

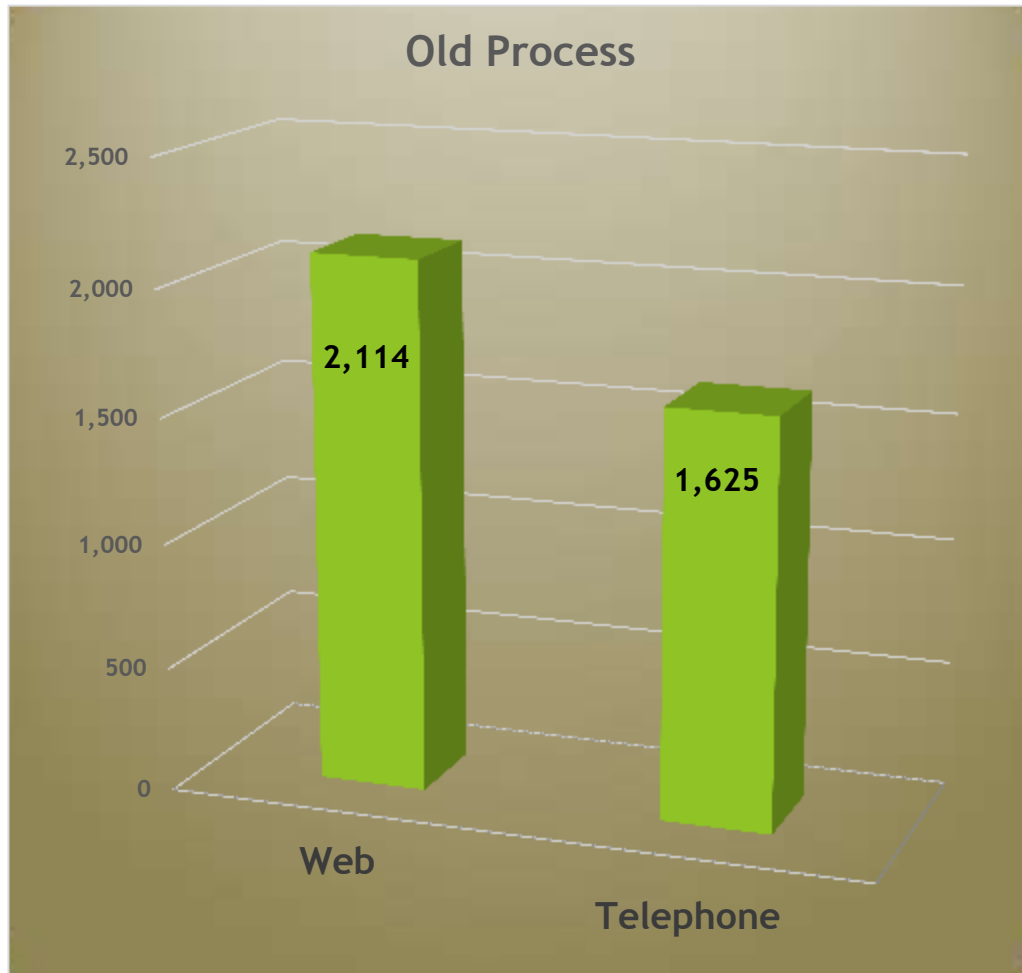
Receives e-mail when job dispatched

Receives e-mail when job completed and we ask for feedback

Back office access system and update throughout the process

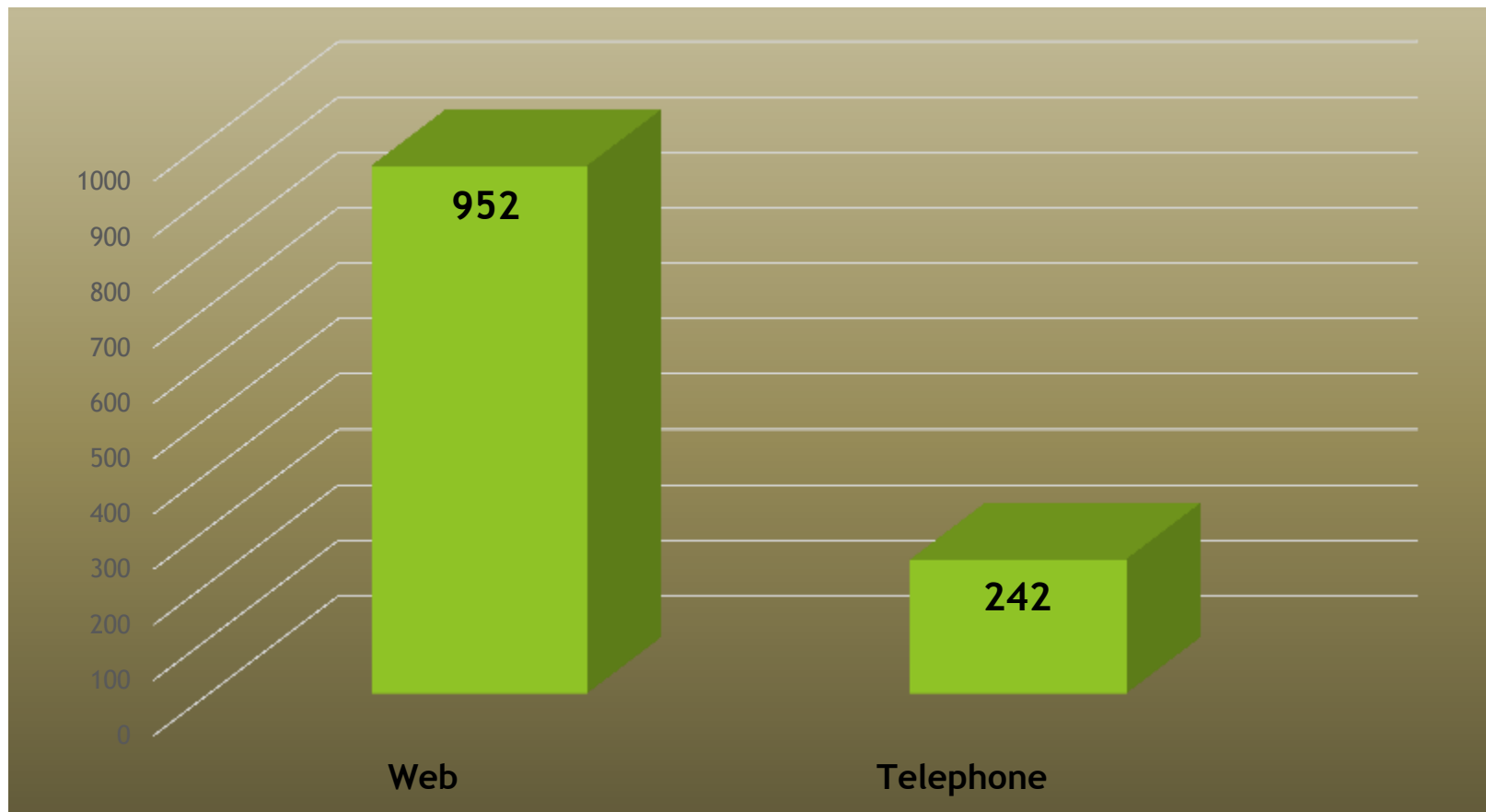
Set customer expectation throughout journey

New Bin, Bag or Box



CVT Permits

Total permits: 1,176 meaning that 81% applied online.



Web Chat

	June	July	August	September	Oct	Nov
New Bin, Bag or Box	13	4	3	1	2	1
Missed Collection	5	0	1	3	3	0
CVT Permits	N/A	N/A	N/A	2	2	1

Overall reduction in customer contact via Web Chat

Registrations for My Account

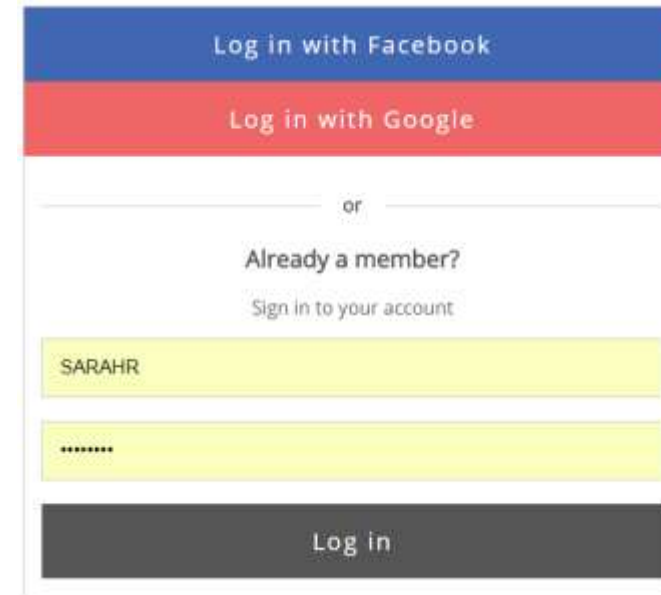
4,300 in 13 weeks (330 per week)

15% via Facebook / Google

67% have completed profiles

81% have supplied an email address

92% preferred language is English



The image shows a login interface with the following elements:

- A blue button labeled "Log in with Facebook".
- A red button labeled "Log in with Google".
- A horizontal line with the word "or" centered below it.
- The text "Already a member?" followed by "Sign in to your account".
- A yellow input field containing the text "SARHR".
- A yellow input field containing a series of asterisks "*****".
- A dark grey button labeled "Log in".

Customer Feedback

370 feedbacks over 12 weeks

31 per week (1,600++ per year)

86% able to do what they came to do

>80% overall satisfaction



Customer Improvements



Online payments



Improved communication between the customer and the council



Full audit trail of all requests including stages, dates and times

Customer Satisfaction

Customer Services Improvements



50% Reduction in
Emails



Avg 240
Reduction in
Refuse Phone
Calls



80% Reduction in
calls forwarded
to depots due to
full access to
requests & stages

← Ability for Advisors to answer more calls →

Service Area Improvements



Live reporting Inc.
break down per
area, delivery
times, No of
requests etc

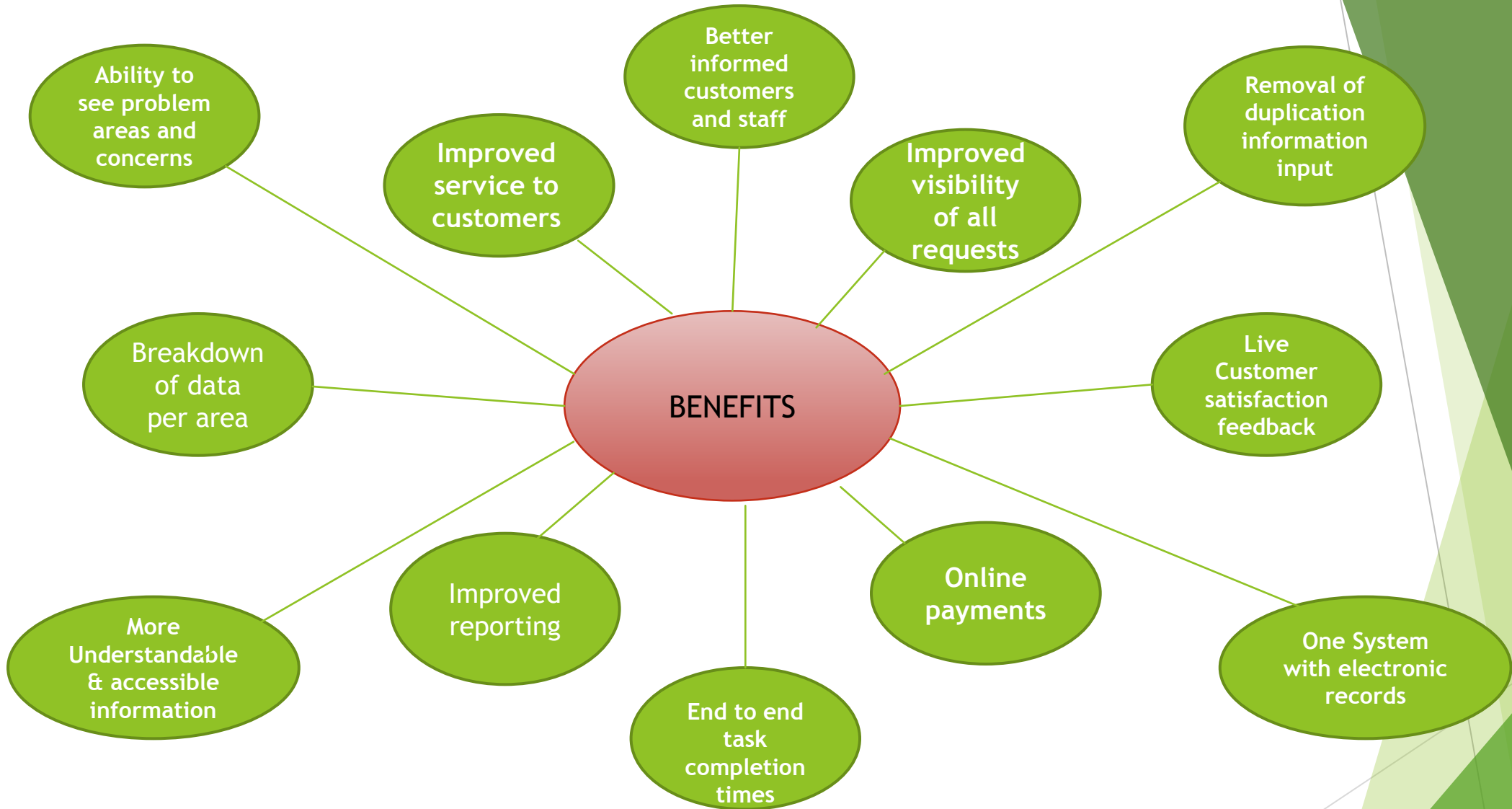


Visible Income
Generation



Avg 80% Reduction
in phone calls
from customers
via Customer
Services to Depot

Fully Informed



The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect.

Thank you

Questions?