



Cornwall Council - our digital journey so far...

Digital innovation in local Government
Thursday 21st June
Exeter

Jenny Payne

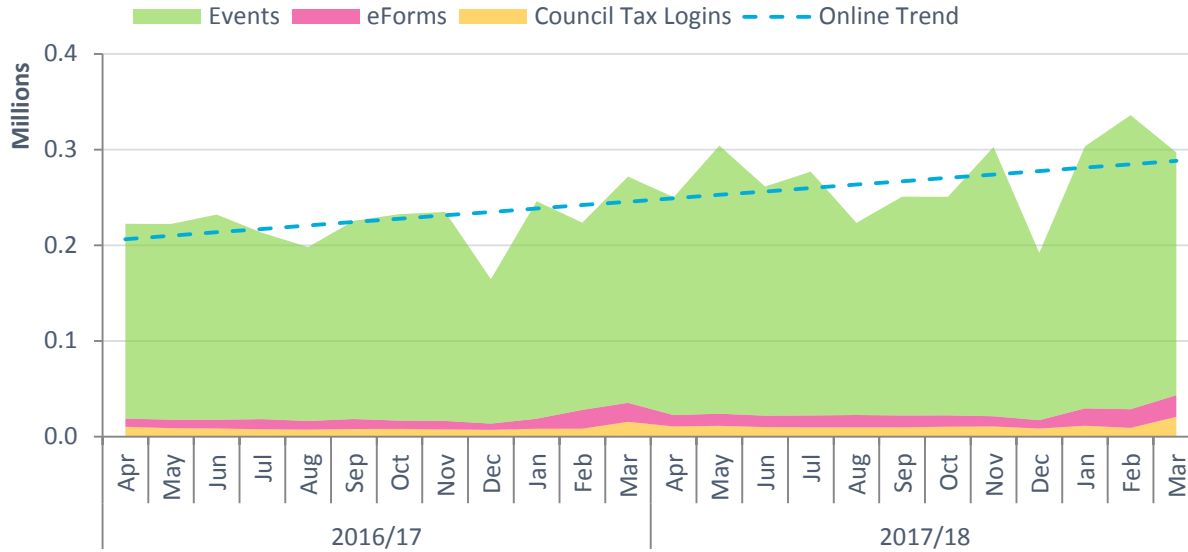
Head of Customer Experience

Carly Fitzpatrick

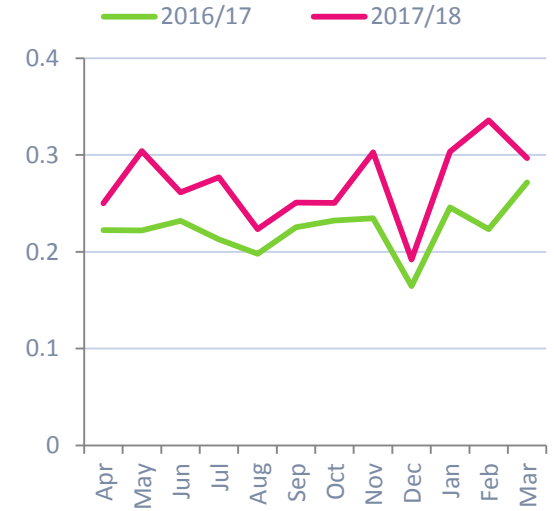
Programme Analyst

Customer Contact Online

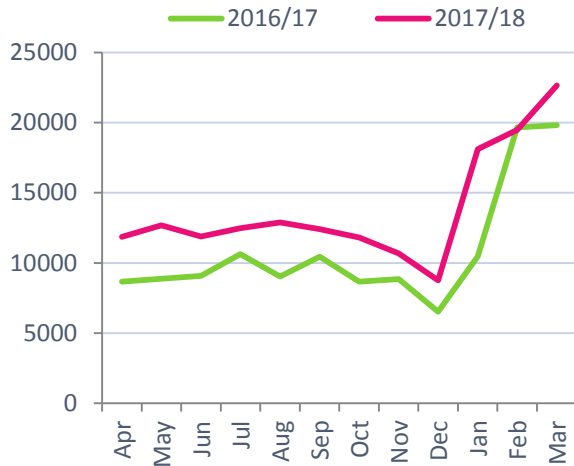
Online activity



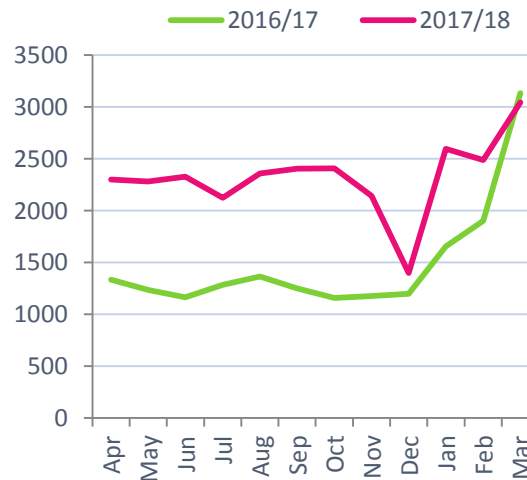
Online activity



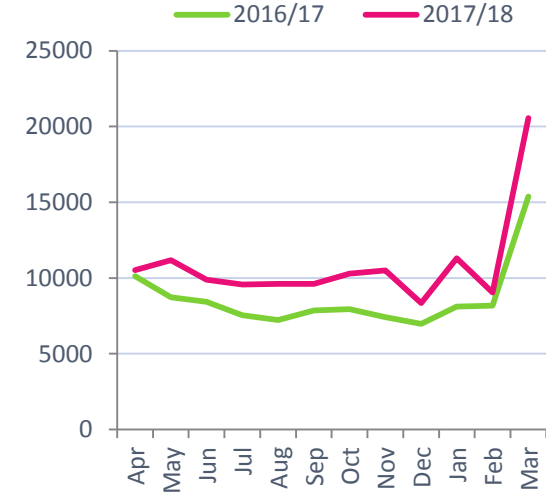
eForms



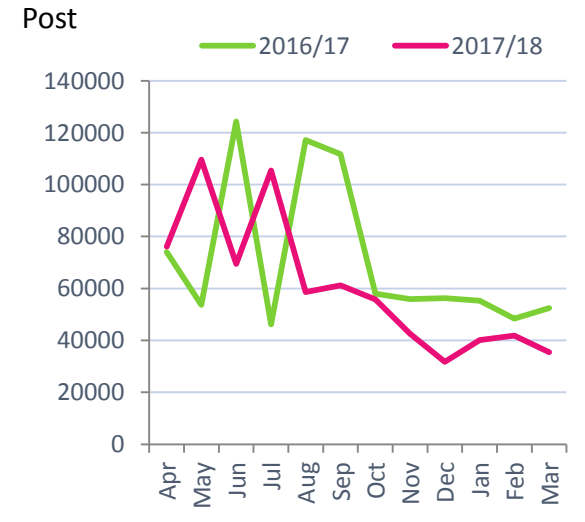
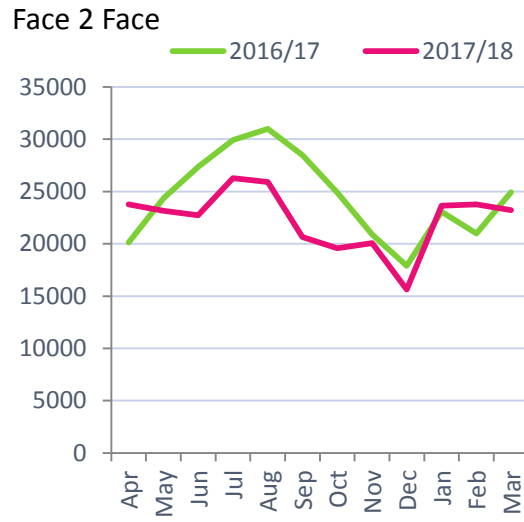
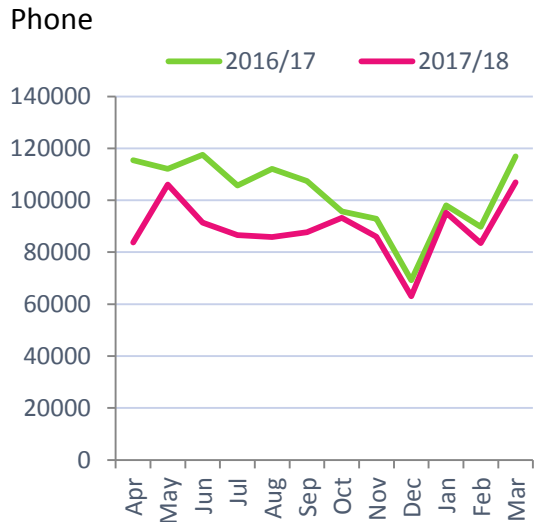
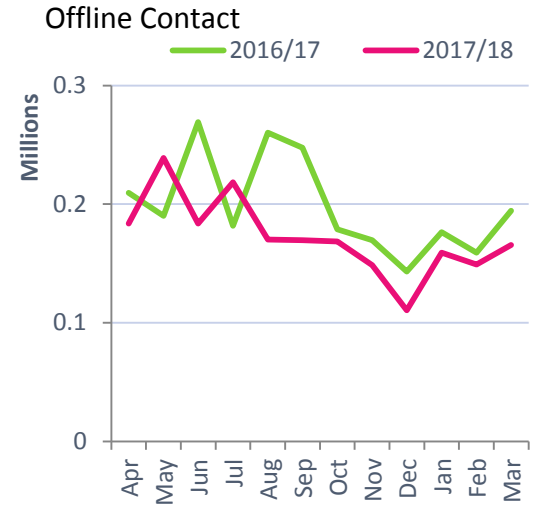
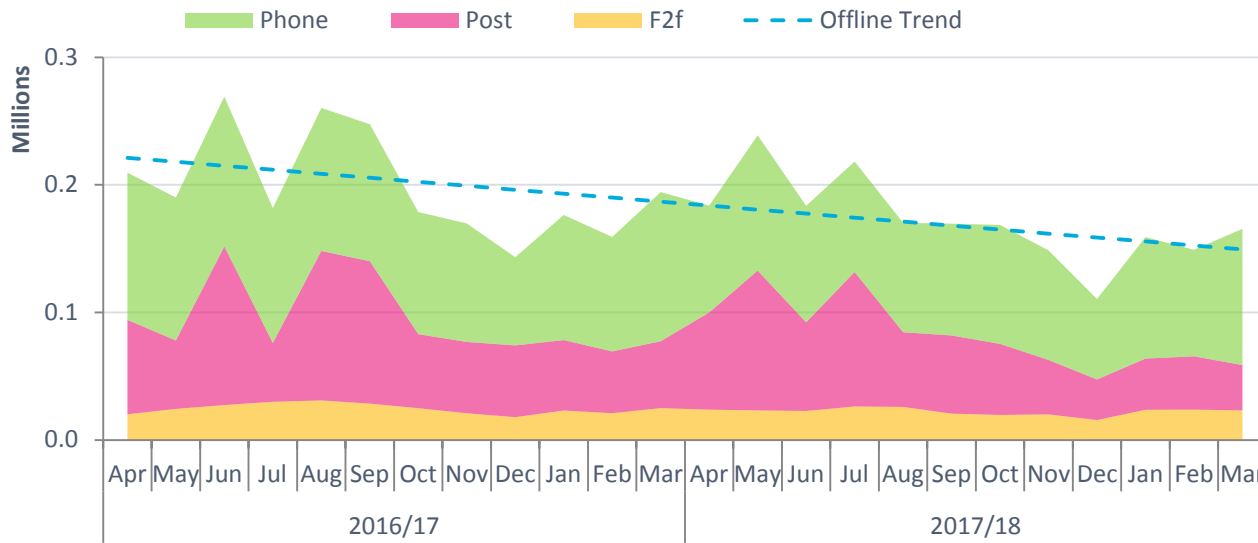
Live Chat



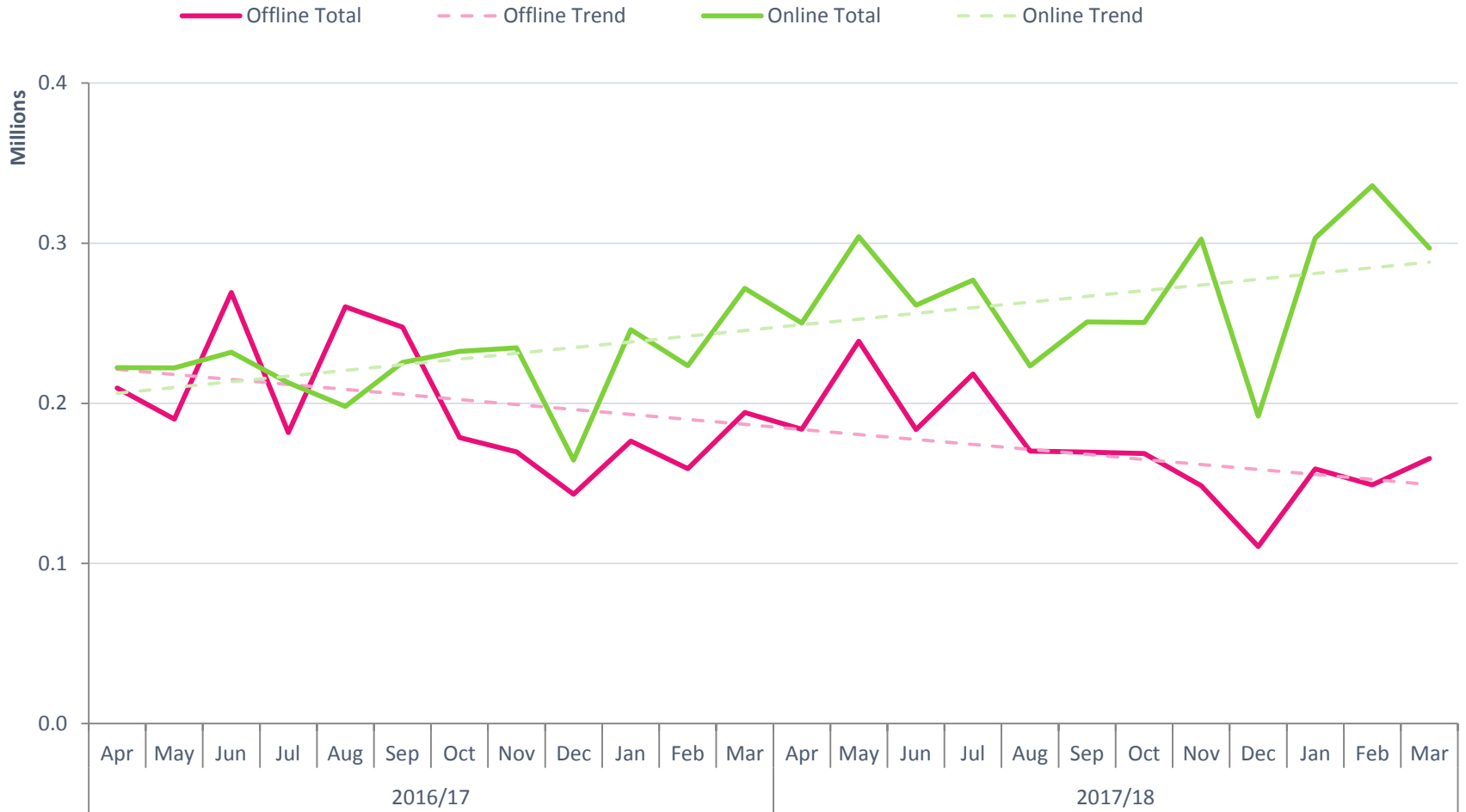
Council Tax logins



Customer Contact Offline



Channel Shift



Conclusion

As the data has shown, our customers behaviours is changing:

1. Through reviewing our processes and analysing the data we focus our efforts on the high volume, high return areas.
2. Visits to Cornwall Council website have increased by **11%**. That is **82,025** extra visits.
3. The use of online forms has increased by **16%** over the last 12 months. That is an extra **41,087** transactions in April 2018
4. Self service in Revenues and Assessments has increased by **29%** this year.
5. Some of the ways we have delivered this move to online are;
 - The introduction of a new Highways customer portal
 - Improving online forms for Concessionary Fares and Post 16 Transport.
 - Offering incentives for Garden Waste renewals online moving it from 40% online to **70%**
6. And finally the imminent roll out of an improved Council Tax Customer portal will hopefully take us to the next level again



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CORNWALL
COUNCIL

Thank you any questions?