



## Cornwall Council - our digital journey so far...

Digital innovation in local Government  
Thursday 21<sup>st</sup> June  
Exeter

**Jenny Payne**

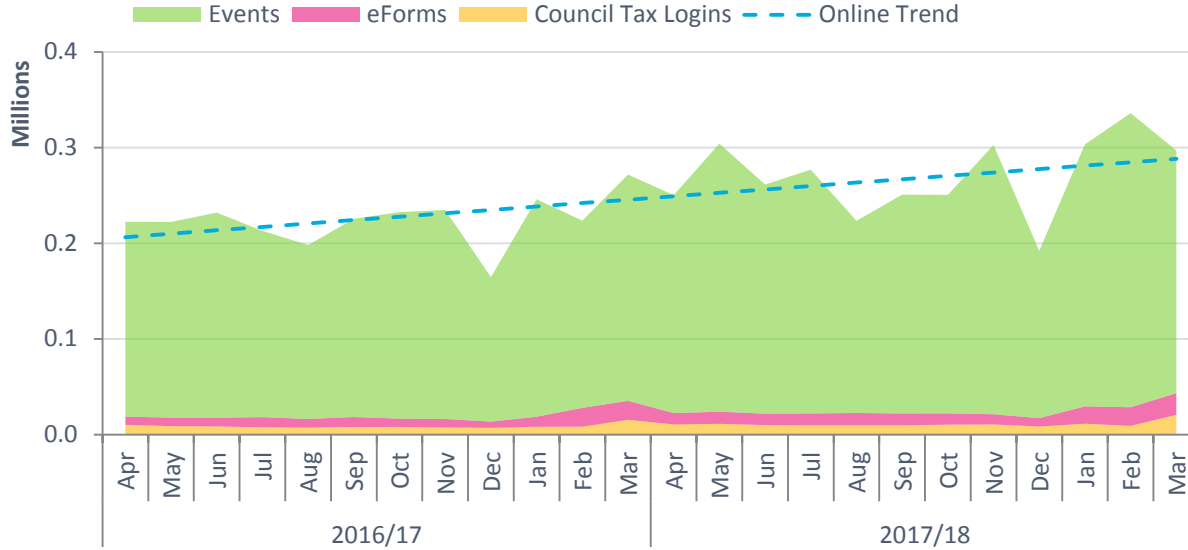
Head of Customer Experience

**Carly Fitzpatrick**

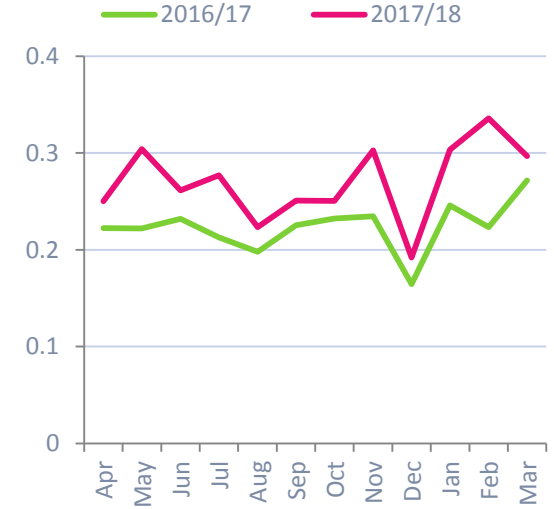
Programme Analyst

# Customer Contact Online

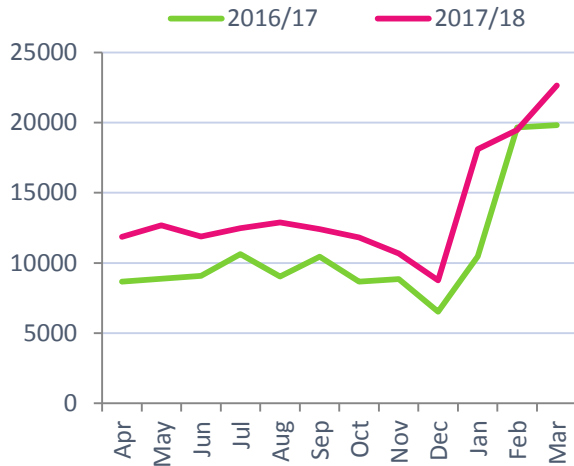
## Online activity



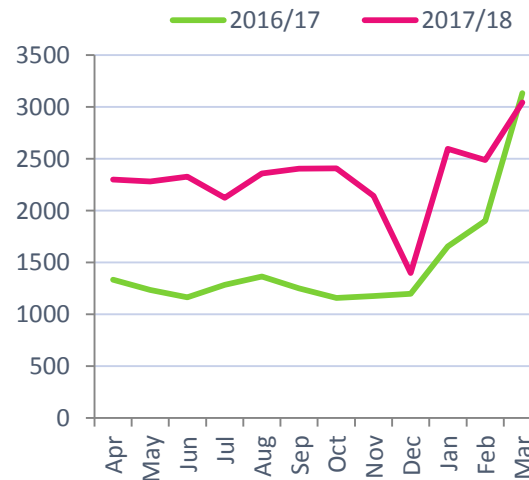
## Online activity



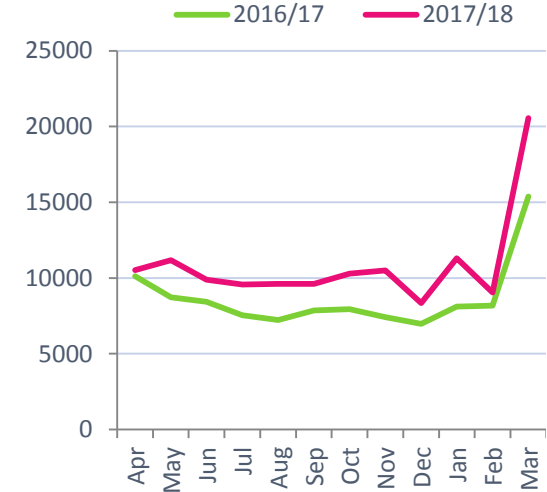
## eForms



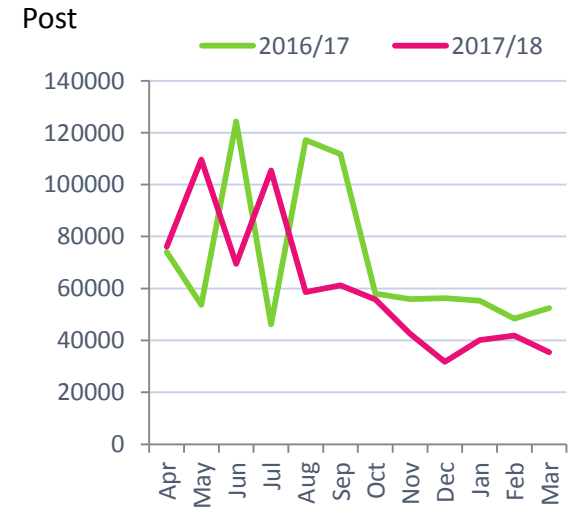
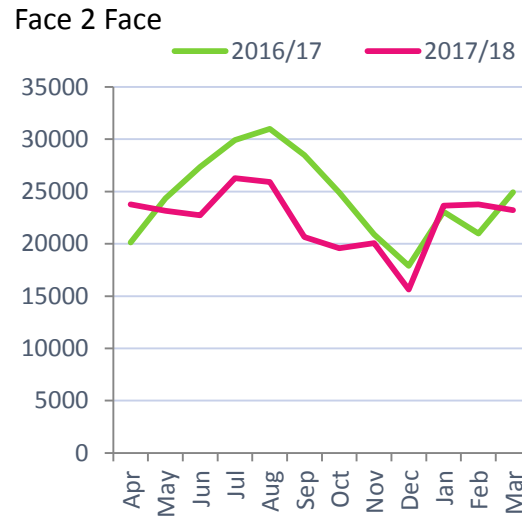
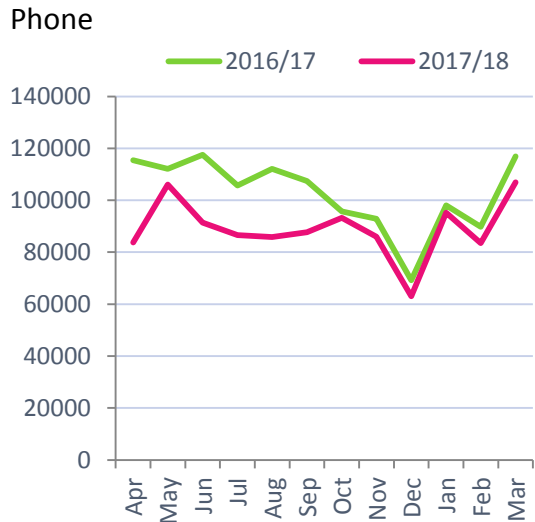
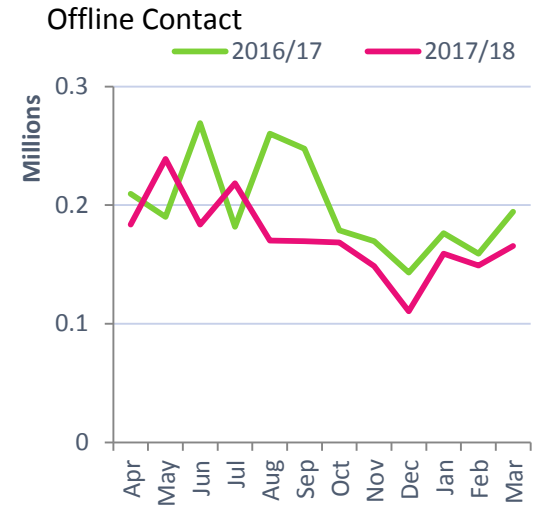
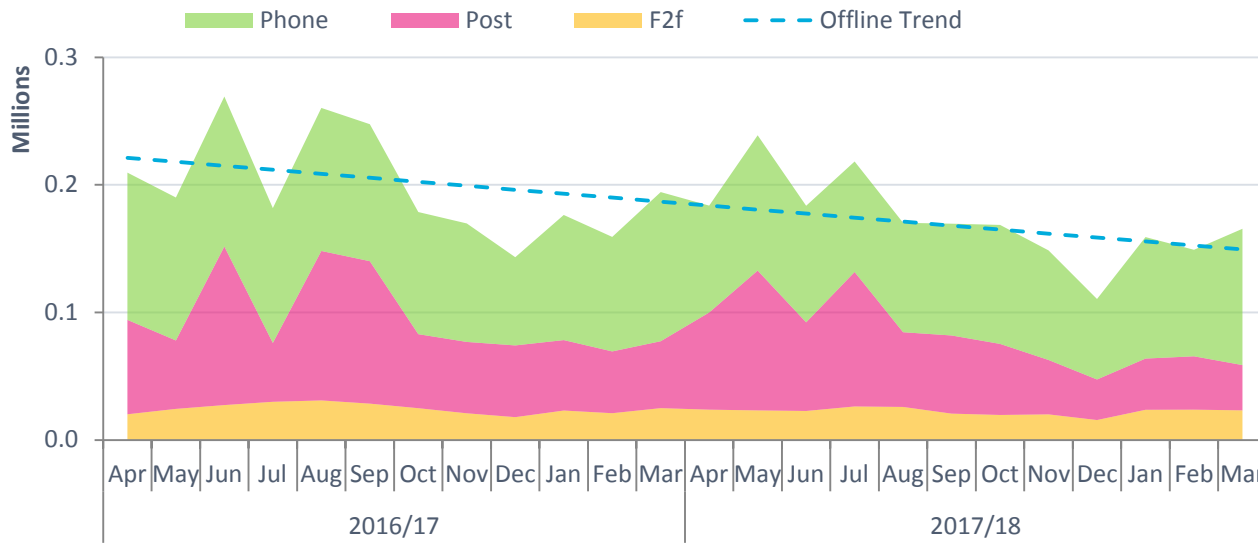
## Live Chat



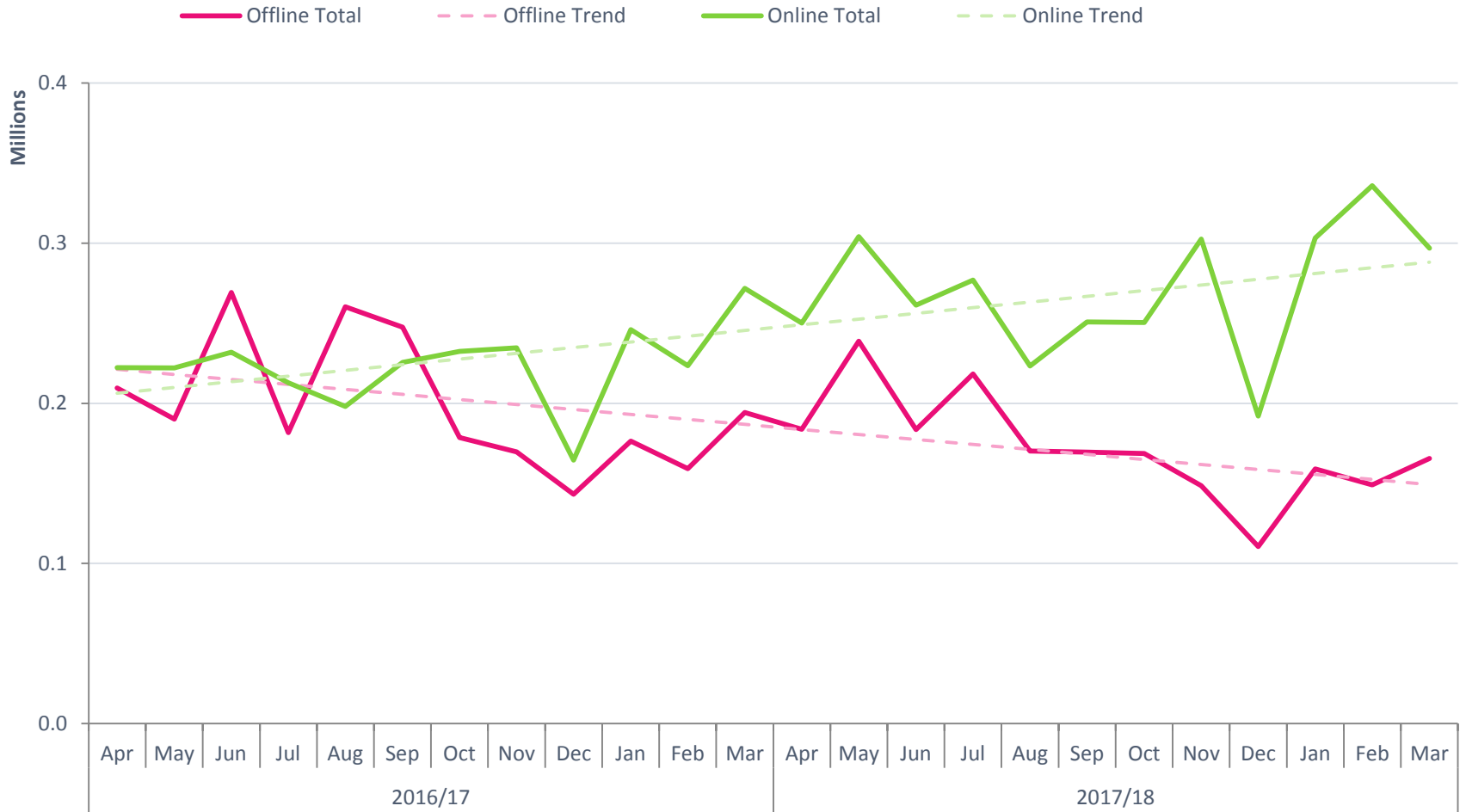
## Council Tax logins



# 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?**