

Harrow COUNCIL
LONDON

Why listen to me?



Why listen to me?



Southend vs. Colchester

W30:L27:D17

Why listen to me?

Harrow COUNCIL
LONDON

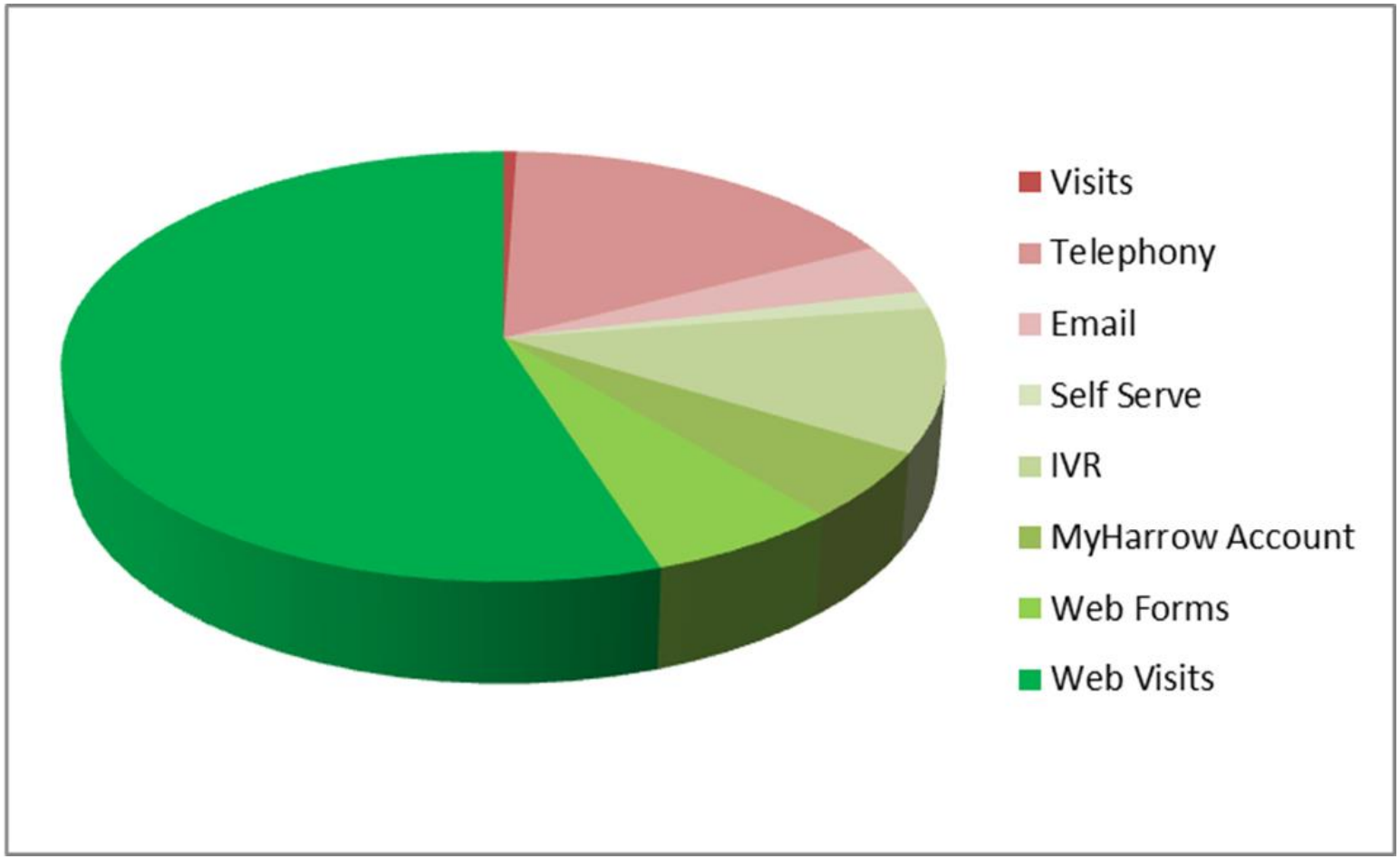




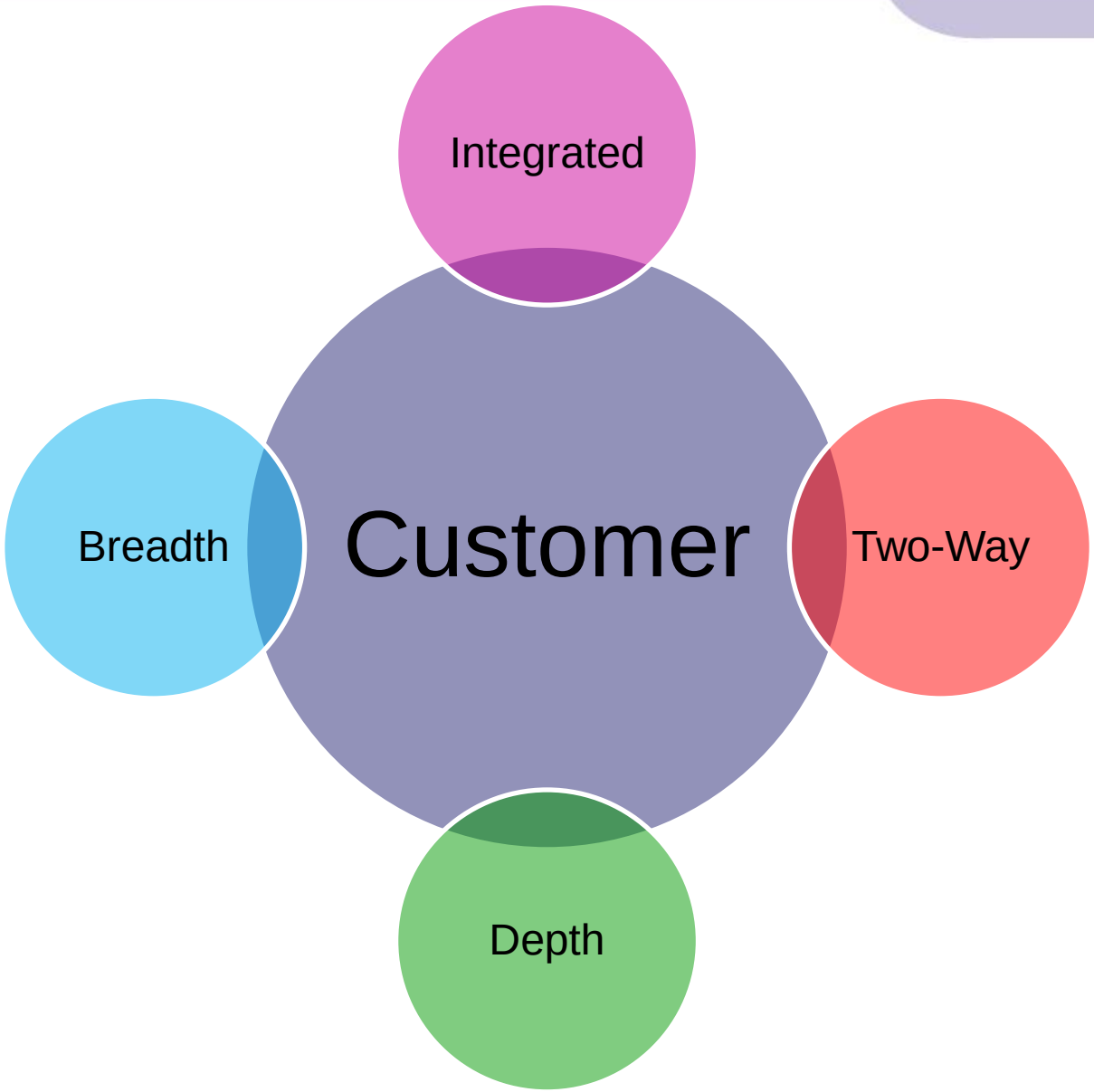




80% interactions through self-service



A Unique Solution



Top Tip 1 – Do Something!



Top Tip 2 – Understand the Data



Top Tip 2 – Understand the Data

Harrow COUNCIL LONDON

Customer Feedback

Channel Alignment Data

Customer Segmentation

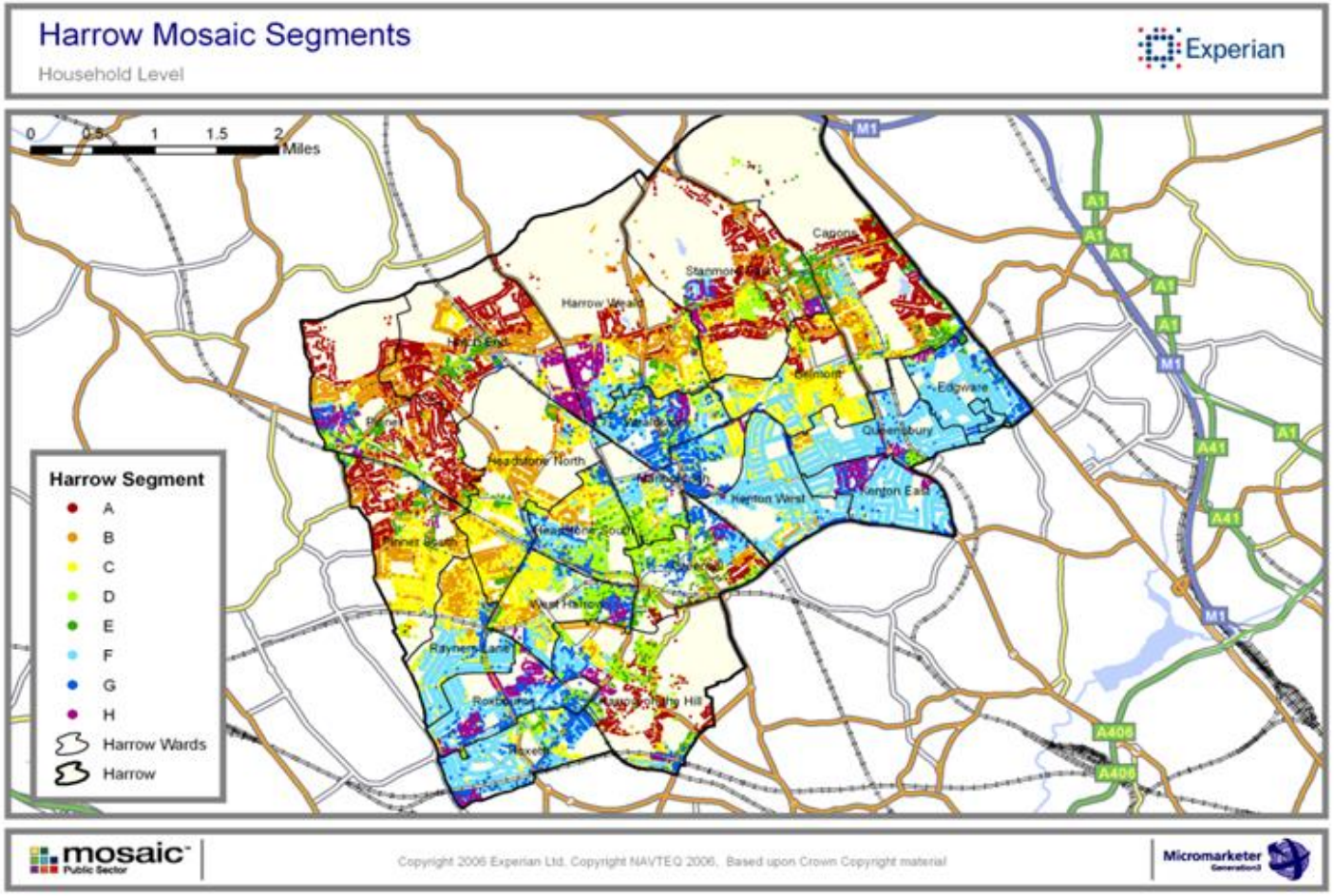
Resolu

HEAT M

Browser Usag

CONTACT ORIG

REASO



Top Tip 2 – Understand the Data

Harrow COUNCIL LONDON

Customer Feedback

Channel Alignment Data

Customer Segmentation

Resolu

HEAT M

Browser Usag

CONTACT ORIGI

REASO

Segment D
- Young professionals on high salaries
- 9.5% of households



- Young singles & co-habitees
- Work in City
- Private rented flats
- High income
- Professional occupations
- High levels of smoking/drinking

- Council Tax summons
- Parking Permit

- Preferred Communication Channel - Web

Top Tip 2 – Understand the Data

Harrow COUNCIL LONDON

Custom

Custor

Segment

R

Browse

CONTAC



ignment Data

oidable Contact

oint of

urneys

Tracking

Focus Groups

Reasons For Contact

Top Tip 2 – Understand the Data

Harrow COUNCIL LONDON

Customer Feedback

Channel Alignment Data

Customer

Customer Satisfaction

Avoidable Contact

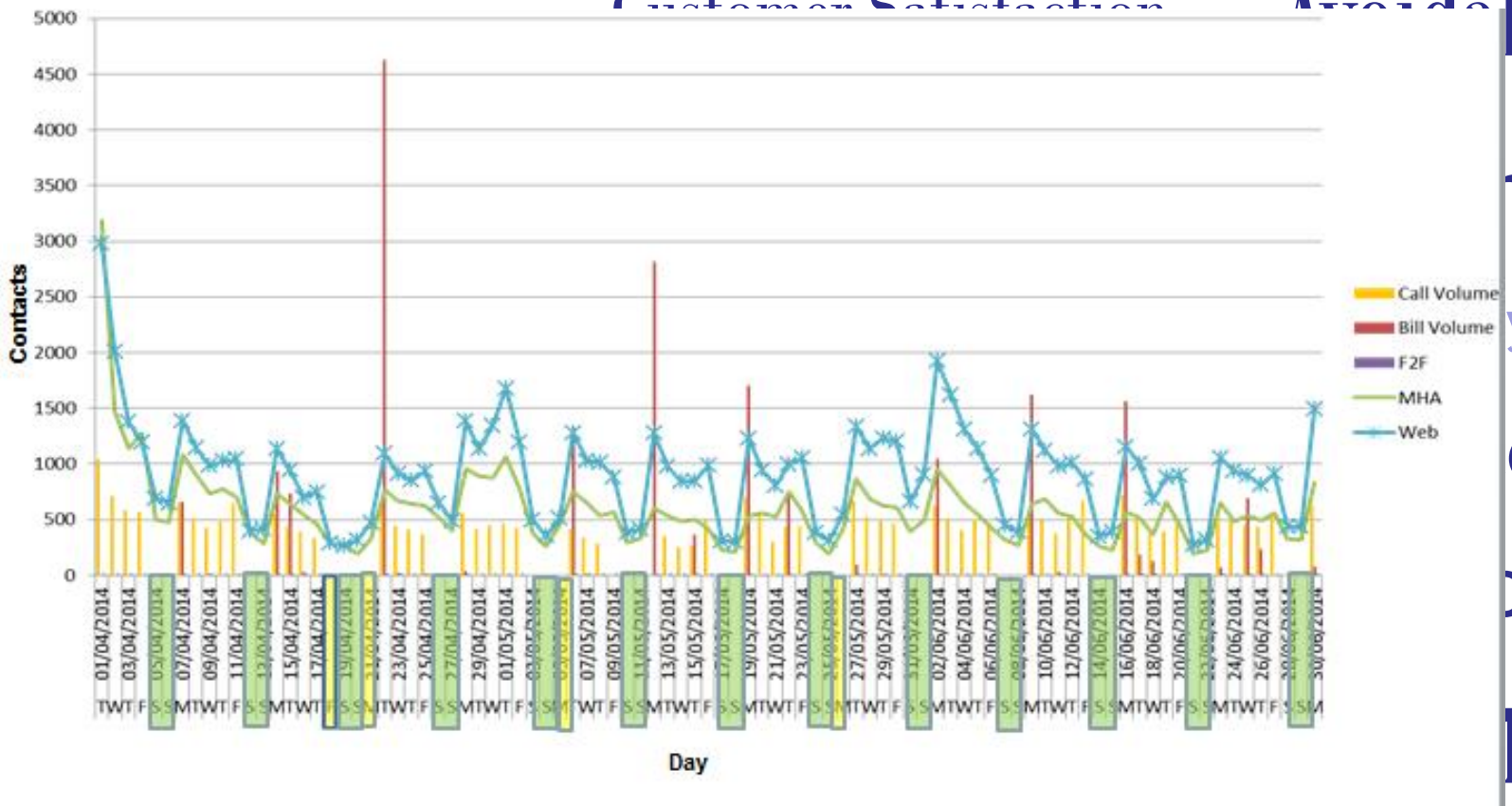
nt of

ys

cking

ocus Groups

TACT



Top Tip 2 – Understand the Data

Harrow COUNCIL LONDON

Customer Feedback

Channel Alignment Data

Customer Segmentation



oidable Contact

Resolu oint of

HEAT M ourneys

Browser Usage

Device Type

Web Tracking

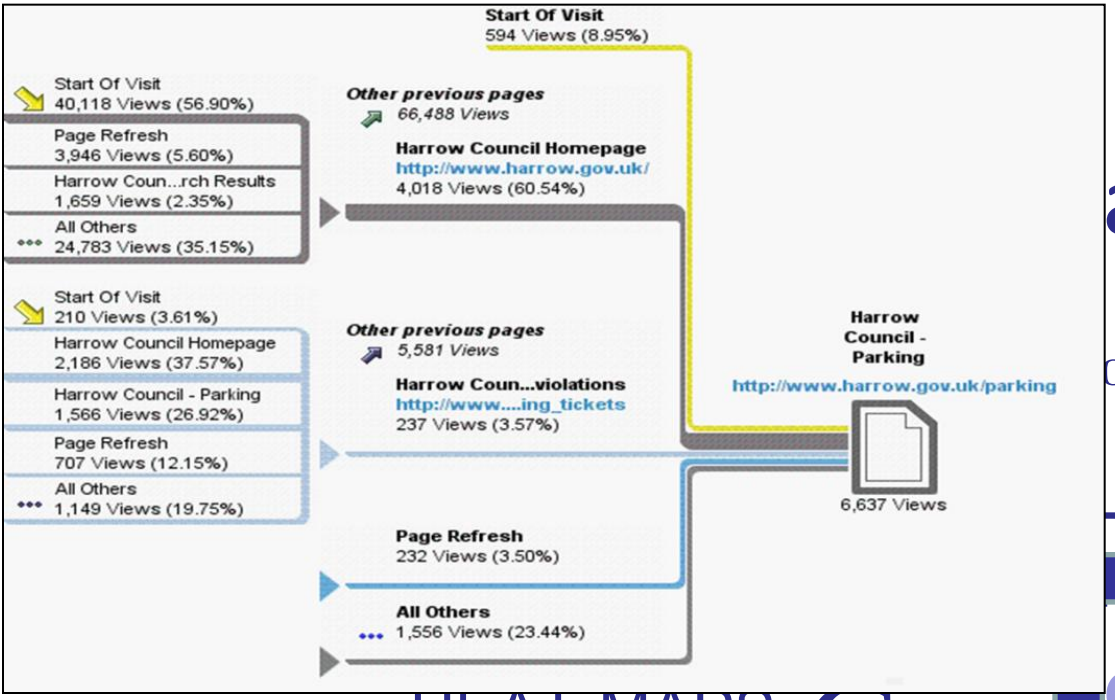
CONTACT ORIGIN DATA

% Self Service

Focus Groups

Reasons For Contact

Top Tip 2 – Understand the Data



annel Alignment Data

ction Avoidable Contact

First Point of

Customer Journeys

HEAT MAPS Contact

Browser Usage Device Typ Web Tracking

CONTACT ORIGIN DATA % Self Service Focus Groups

Reasons For Contact

Top Tip 2 – Understand the Data

Customer Feedbac

Customer Segmentation

Custon

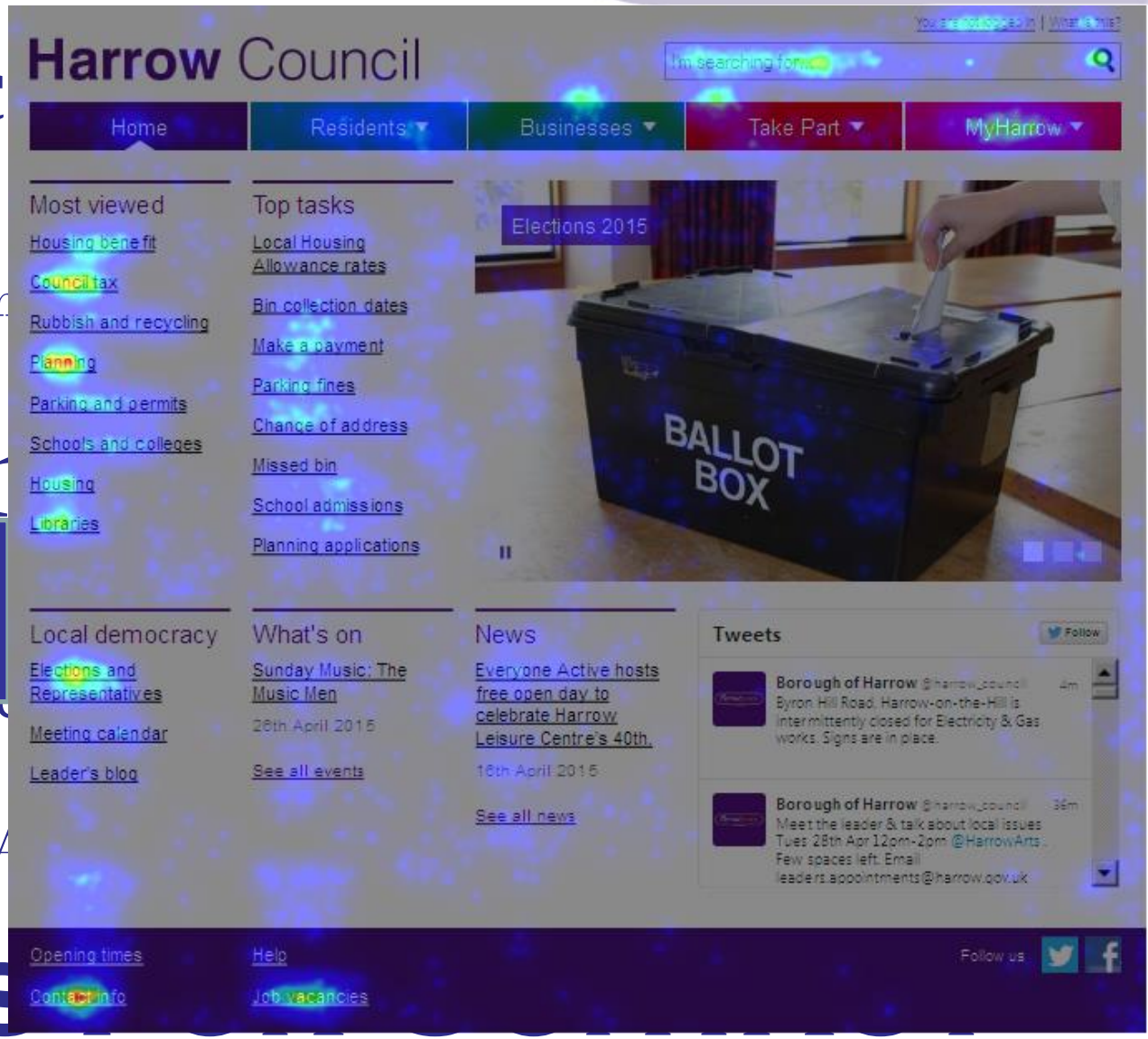
Resolution

HEAT MAPS

Browser Usage

CONTACT ORIGIN DA

REASONS



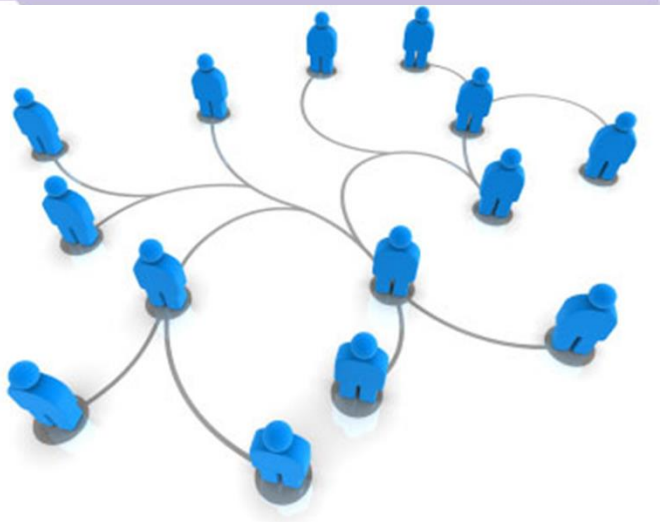
Top Tip 3 - People Project; NOT an IT Project!



Who Interacts with us?

226,383: Instances of contact





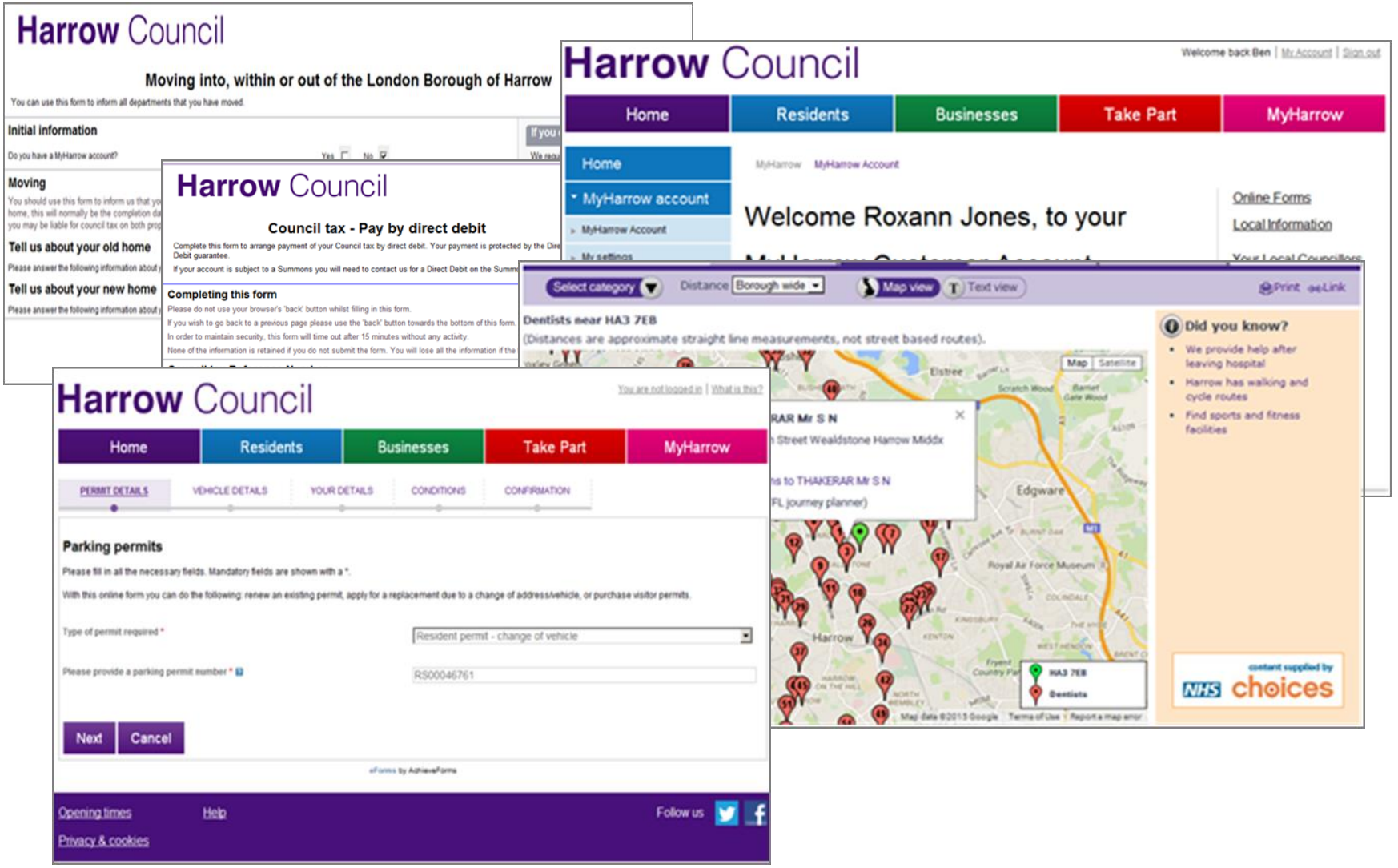
- 60,331 households (**68.1%)**

Or

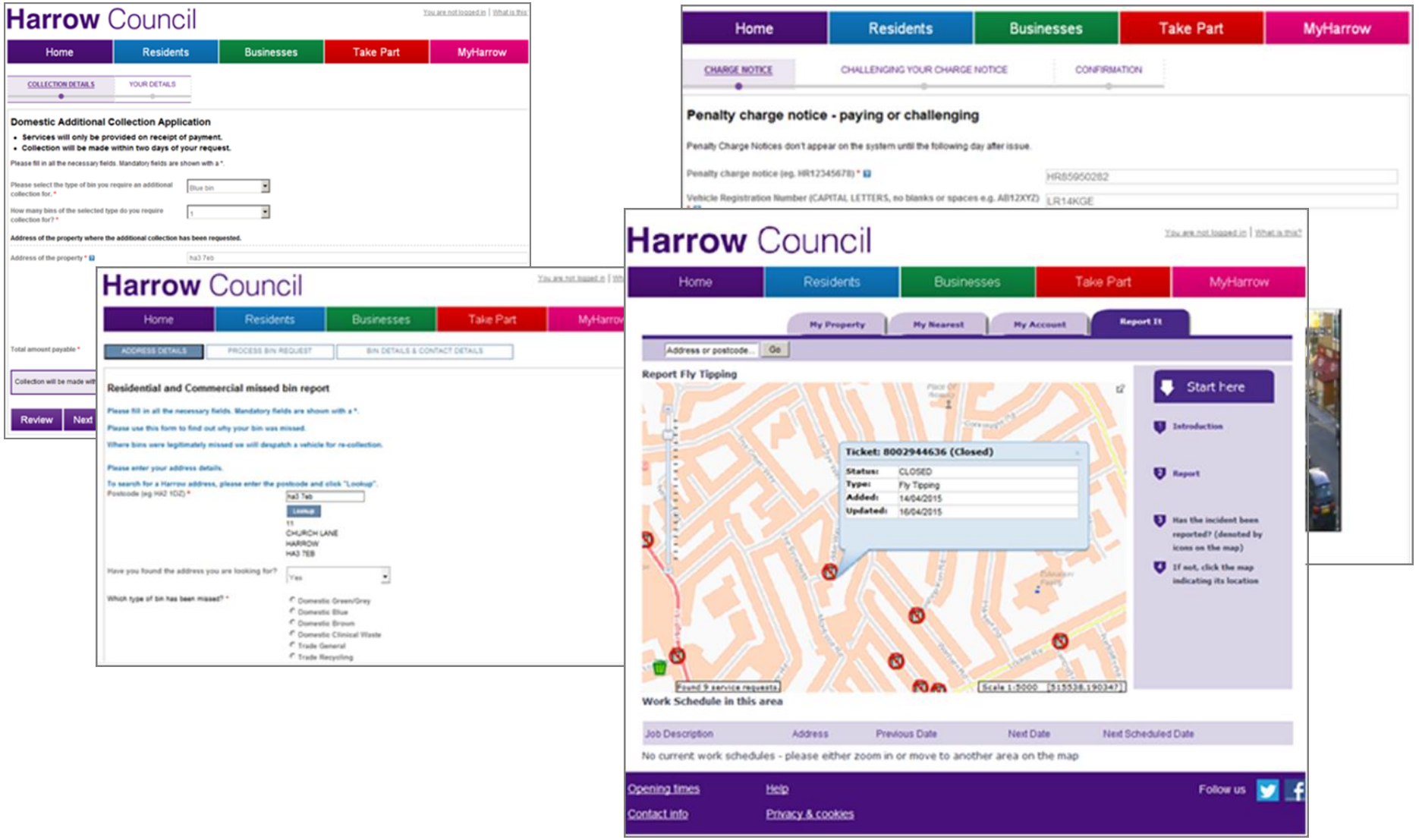
- Assumption there is a single reporter per household:
  - 60,331 = **25%** of Harrows' Population

- Households with **1x** contact: 19,250 *(31.9%)*
- Households with **2x** contacts: 11,905 *(19.7%)*
- Households with **3-5x** contacts: 16,915 *(28.1%)*
- Households with **>5x** contacts: 12,261 *(20.3%)*

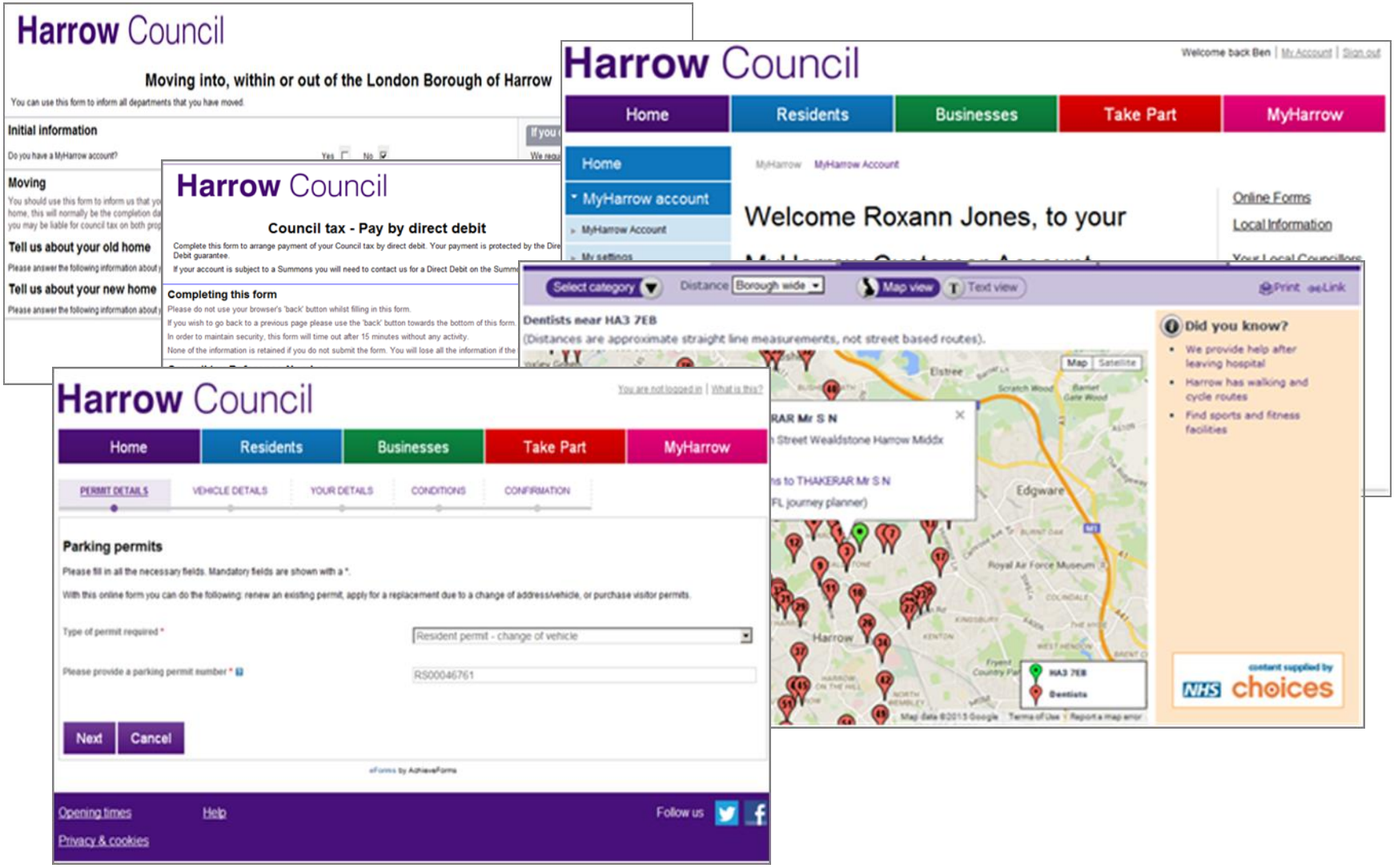
Moving into Harrow..



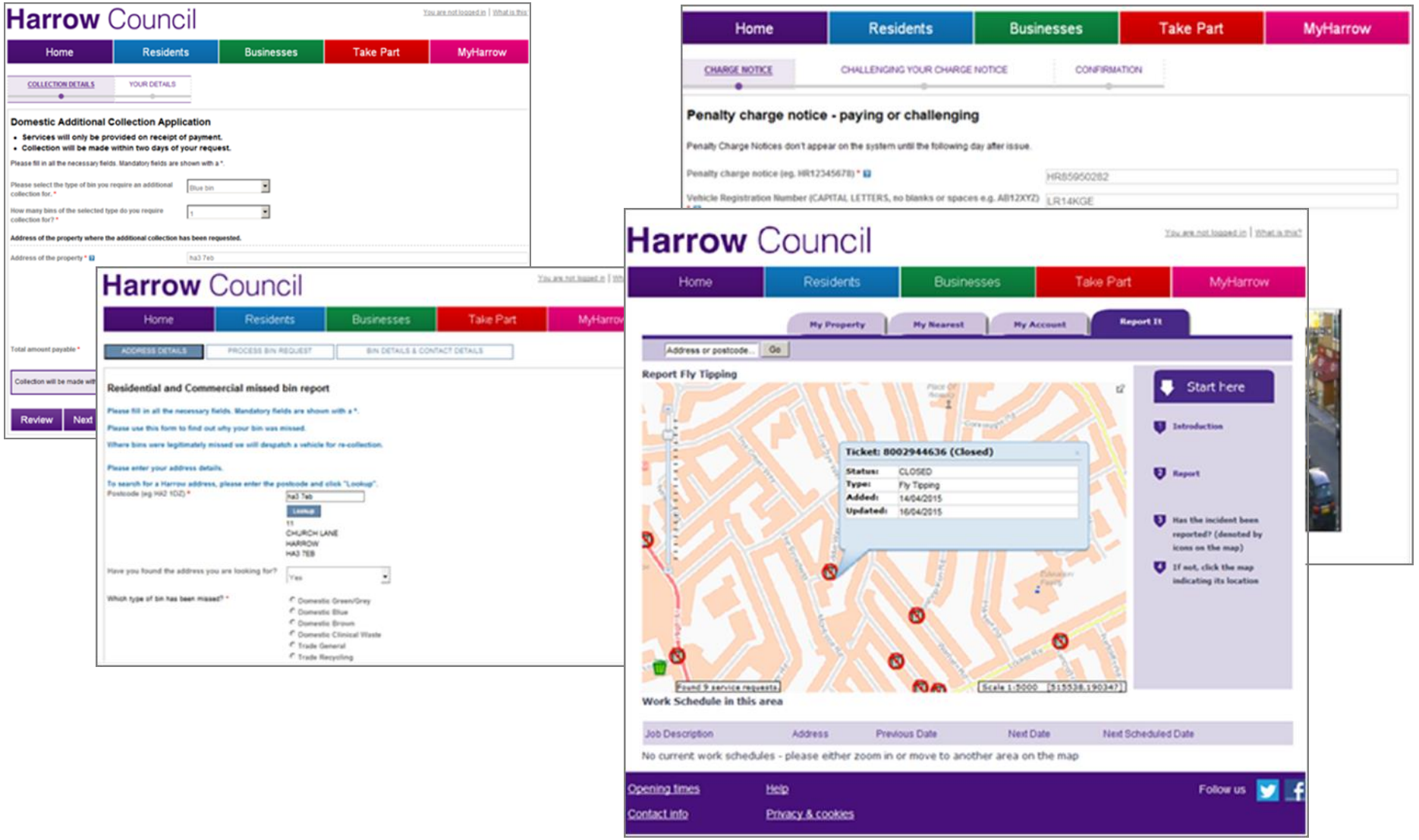
Integrated forms



Moving into Harrow..



Integrated forms



MyHarrow Account

Harrow Council

Welcome back Roxann | My Account | Sign out

Home | Residents | Businesses | Take Part | MyHarrow

- Home
- MyHarrow account
- My bin dates
  - **Next Green bin collection Wednesday 29 Apr 2015**
  - **Next Brown bin collection Wednesday 29 Apr 2015**
  - My bin dates
  - More information
- My alerts
- Planning applications
  - P/1223/15 **ADDERLEY ROAD**
  - P/1222/15 **ADDERLEY ROAD**
  - P/1783/15 **BISHOP KEN ROAD**

> MyHarrow > MyHarrow Account

Welcome Roxann Jones, to your MyHarrow Customer Account

- Council Tax
- Business Rates

9000250013 **(Balance: £0.00)**
422 ALEXANDRA AVENUE SOUTH HARROW ...
Add another Business Rates account?

- Rents
- Benefits and Reductions

6055667
Add another Benefits and Reductions account?

- Landlords
- Libraries
- Employees

Online Forms

Your Reported Incidents and Requests

Local Information

Your ward is:
Wealdstone

Your Local Councillors



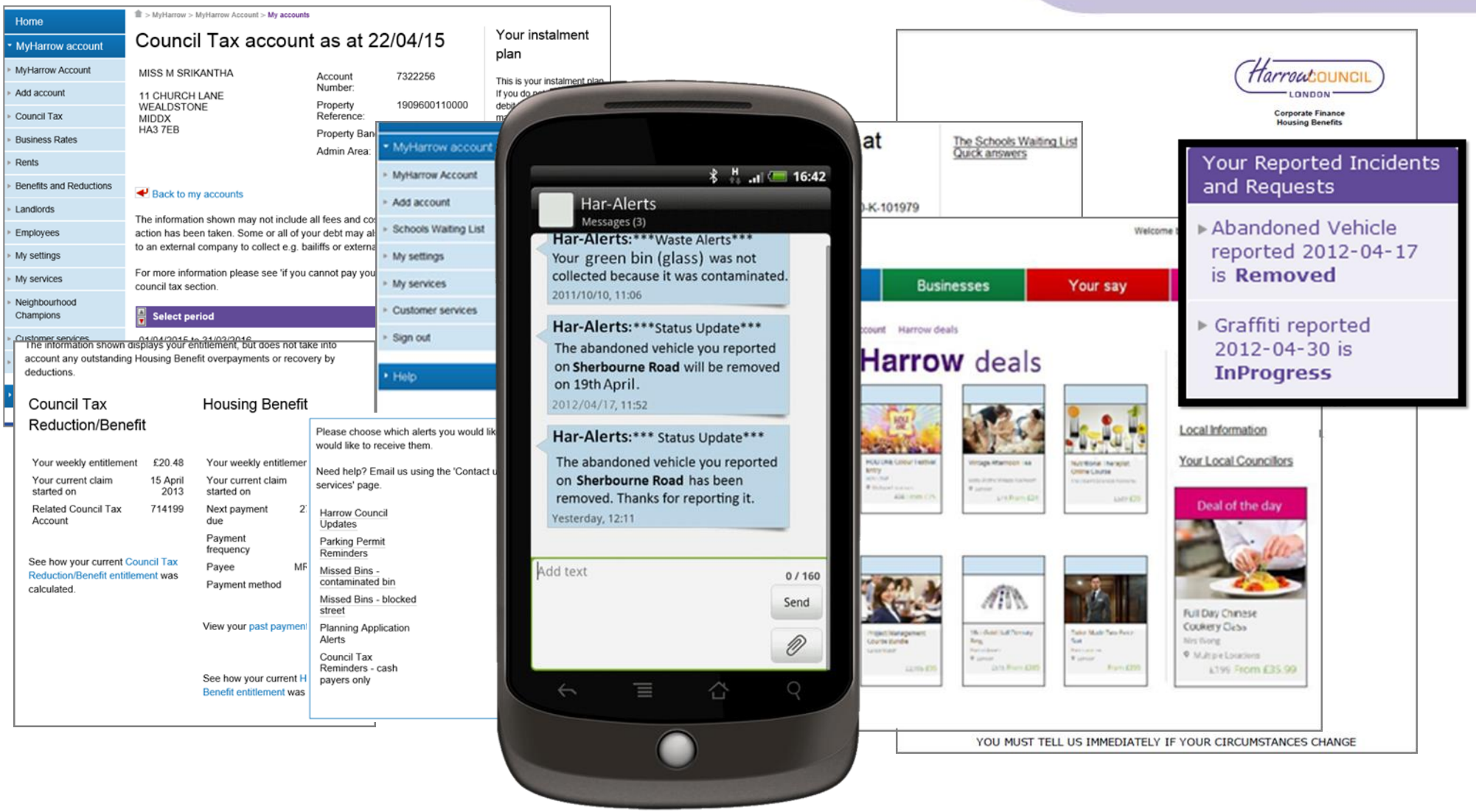
Councillor Anne Whitehead (LAB)



Councillor Mrs Rekha Shah (LAB)

Councillor

MHA features



MyHarrow Account

Harrow Council

Welcome back Roxann | My Account | Sign out

Home | Residents | Businesses | Take Part | MyHarrow

- Home
- MyHarrow account
- My bin dates
  - **Next Green bin collection Wednesday 29 Apr 2015**
  - **Next Brown bin collection Wednesday 29 Apr 2015**
  - My bin dates
  - More information
- My alerts
- Planning applications
  - P/1223/15 **ADDERLEY ROAD**
  - P/1222/15 **ADDERLEY ROAD**
  - P/1783/15 **BISHOP KEN ROAD**

> MyHarrow > MyHarrow Account

Welcome Roxann Jones, to your MyHarrow Customer Account

- Council Tax
- Business Rates

9000250013 **(Balance: £0.00)**
422 ALEXANDRA AVENUE SOUTH HARROW ...
Add another Business Rates account?

- Rents
- Benefits and Reductions

6055667
Add another Benefits and Reductions account?

- Landlords
- Libraries
- Employees

Online Forms

Your Reported Incidents and Requests

Local Information

Your ward is:
Wealdstone

Your Local Councillors



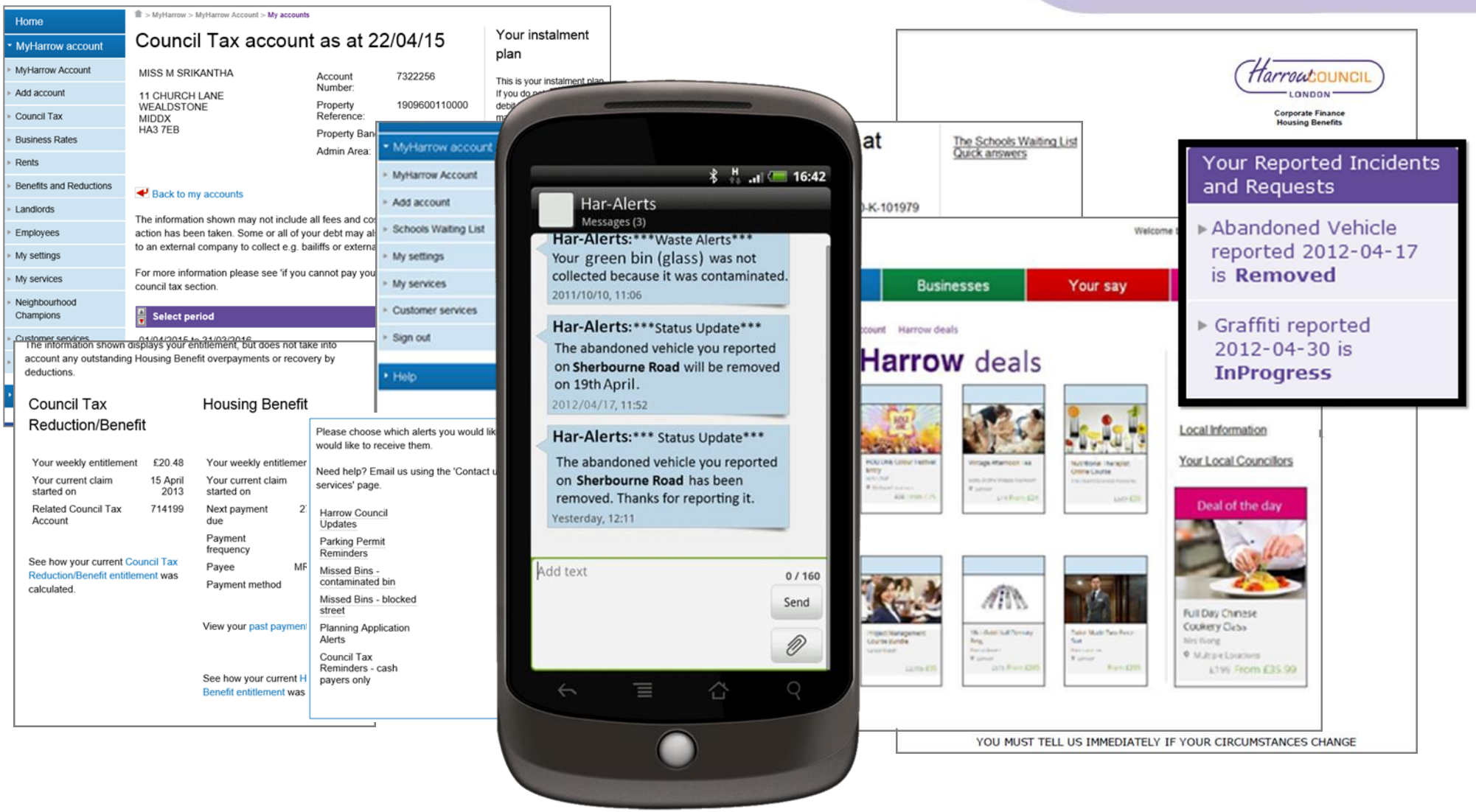
Councillor Anne Whitehead (LAB)



Councillor Mrs Rekha Shah (LAB)

Councillor

MHA features



Annual Canvass – The Letter

register to vote online

Name of resident
Address line one
Address line two
Address line three
Address line four

Your **online** security code is

Dear…

Important change to Electoral Registration 2012

Every year your Council collects the details of all Harrow residents over the age of 18, for the Electoral Register.

The Electoral Register is a record of everyone entitled to vote in elections in the UK. In addition, many banks and credit card companies use the Register to run proof of address and credit checks when you are applying for their services. If you are not on it, you will not be able to vote and may find it difficult to apply for financial services, so it is important that your details are correct. This year, the Council will be compiling the Electoral Register electronically, to register, all you need to do is visit www.harrow.gov.uk/electoralregistration, use the security code above to check your details, make any necessary changes and submit online.

It's as simple as 1, 2, 3!

So, what do I need to do?

Visit the Council's website: **www.harrow.gov.uk/electoralregistration**

1. When prompted, enter the security code above.
2. Once you have entered your security code, you will be presented with the current electoral register details for your property.
3. Please either confirm that these details are correct or make the necessary changes to update them. To change your details simply activate your MyHarrow account by following the simple instructions on screen.

If you have any problems completing this process online please call 020 8901 2660.

Win an iPad!
Complete your online registration before midnight, 24 August 2012 for your chance to win.

Yours sincerely

Hugh Peart
Electoral Registration Officer
Harrow Council

See overleaf for details of the MyHarrow Account

myHarrowaccount

When you have activated your MyHarrow Account you will be able to manage all your dealings with the Council online. In addition to electoral registration, your MyHarrow Account offers you access to a wide range of services, including:

- **Your latest Council tax details**
- **Checking school term dates**
- **Reserving or checking overdue library books**
- **Alerts and information about planning applications in your local area**
- **Checking when your bins are due to be collected**
- **Reporting issues affecting your street e.g. fly tipping and broken street lights**
- **Accessing council services at a time that suits you**
- **To ensure your information is safe, MyHarrow Account is fully secure**

Facts

- **Nationally, over 45,000,000 sheets of paper are used each year during the collection of electoral registration details. That is the equivalent of approximately 5,400 trees, so help us to reduce this by completing your registration online.**
- **So far this year, over 38,000 people have used the many interactive services available on the MyHarrow Account site.**

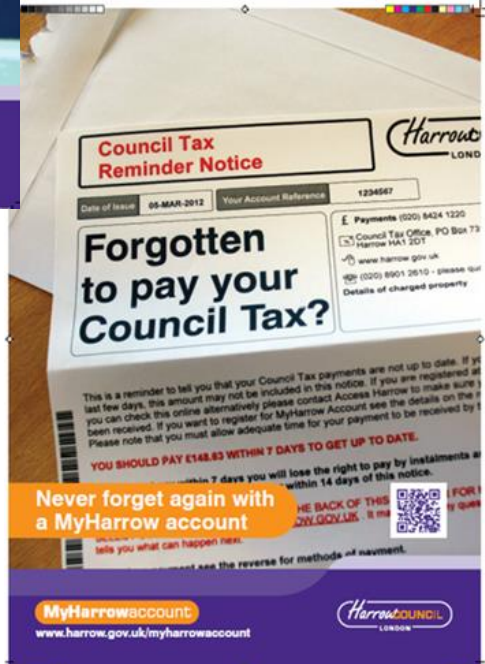
address Electoral Registration Officer, Harrow Council,
PO Box 71, Civic Centre, Station Road, Harrow, HA1 2XQ
web **www.harrow.gov.uk**

Marketing


Forgotten to put your bins out?
Never forget again with a MyHarrow account
MyHarrowaccount
www.harrow.gov.uk/myharrowaccount


Forgotten to return your Library books?
A History of PINNER
SuperFoods, SuperFast
Never forget again with a MyHarrow account
MyHarrowaccount
www.harrow.gov.uk/myharrowaccount


Forgotten to renew your parking permit?
Never forget again with a MyHarrow account
MyHarrowaccount
www.harrow.gov.uk/myharrowaccount


Council Tax Reminder Notice
Forgotten to pay your Council Tax?
Never forget again with a MyHarrow account
MyHarrowaccount
www.harrow.gov.uk/myharrowaccount

Closing Channels













Top Tip 4 - Where to start?



Customer Services Strategy – 2013 onwards

- Customers will self serve using the Website and MyHarrow Account
- Processes will be automated from customer to LOB systems

- Customers will use the telephone for complex matters where interaction and advice is necessary

- Face to Face activity will be limited to complex enquiries for vulnerable people
- Supported self-service will be available in the Civic Centre

Where do I start?

- What does the data tell you?
- Low hanging fruit

- High Volume
- Low Risk
- Low Political Sensitivity
- A Friendly Face

- Own the process!


LLPG
CRM
Planning
Public Realm
Council Tax
Electoral Services
EMS
School Distance Tool
Housing
Adults & Social Care
Waste Collector
SNT
Web Forms
MyHarrow
Corporate GIS
Members Portal

Top Tip 5 - The Business Case



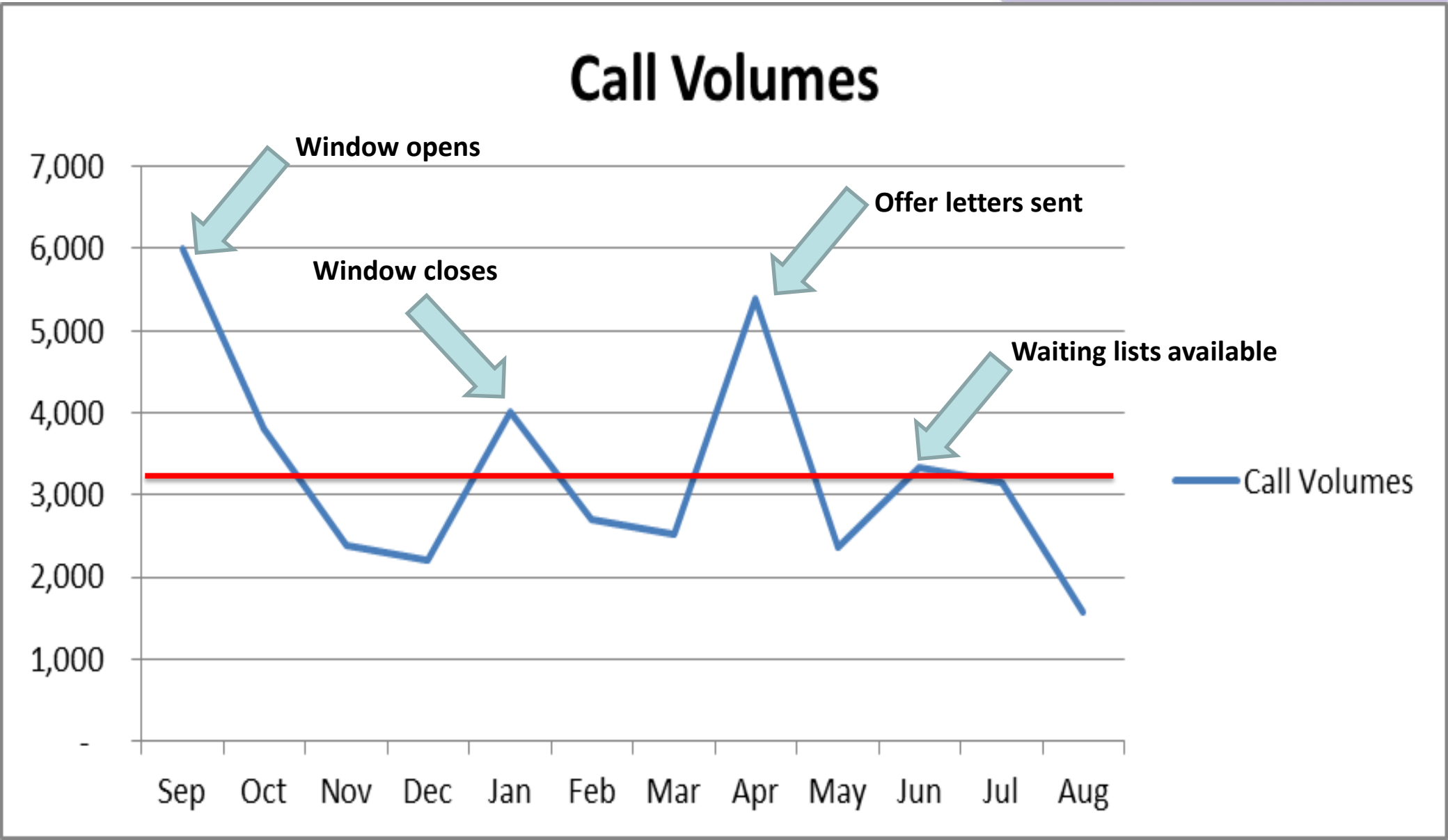
Top Tip 5 - The Business Case



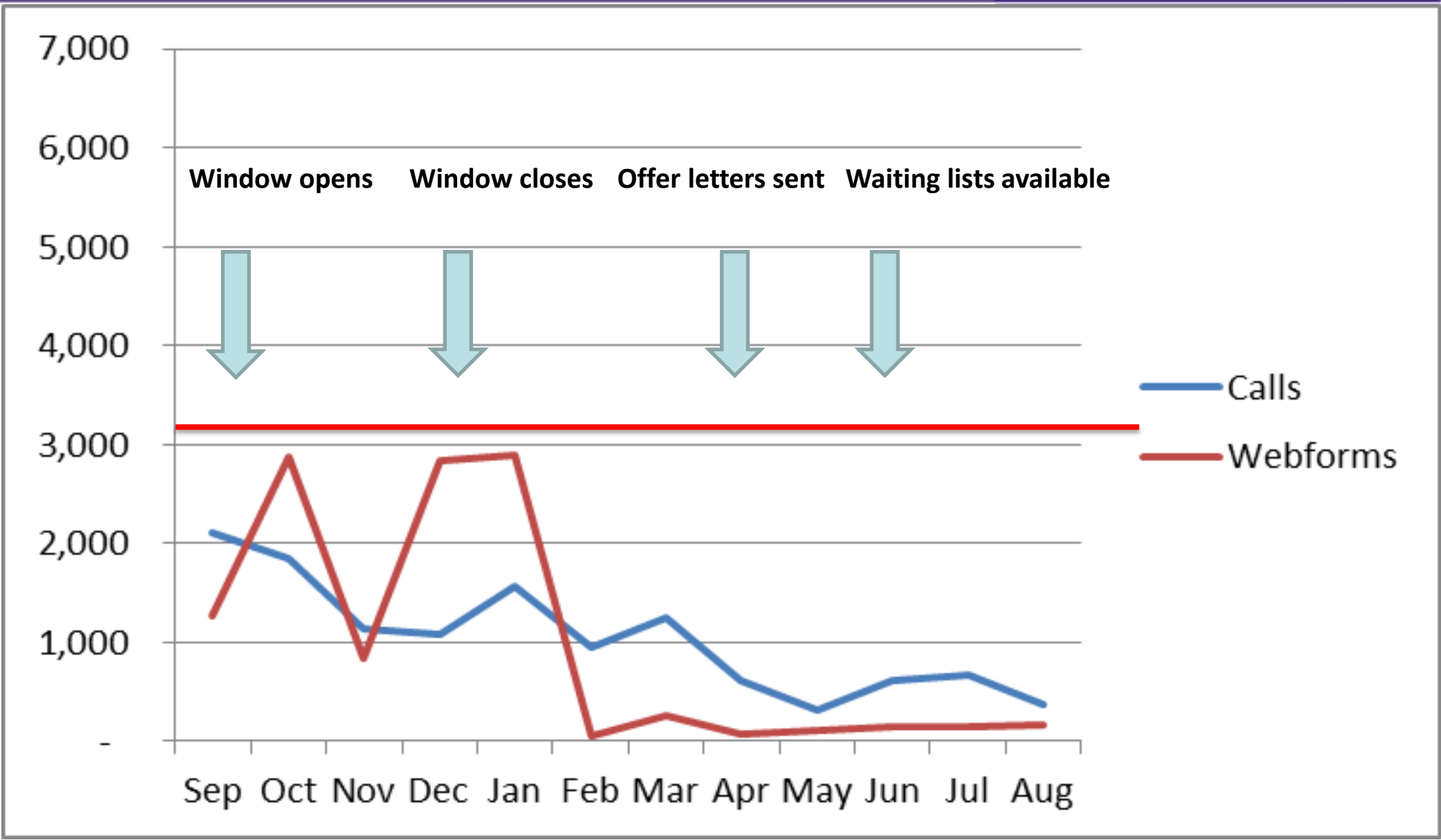
Top Tip 6 - Innovate



School Admissions - Then



School Admissions – Now!



Harrow deals

Filter by Category

Local Harrow deals

Page 1 of 6



Luxury Pamper Experience with Three Treatments a...
Bellissima Beauty Boutique
London
£65 (Save 41%)



Choice of Interactive Online Courses in Professi...
Aspire Training
Online Deal
From
£19 (Save 79%)



Adobe Creative Suite and Web Design Online Train...
UK Online College
Online Deal
£39 (Save 78%)



Luxury Spa Day Including Two Treatments, Thermal...
The Pennyhill Park, An Exclusive H...
£169 (Save 36%)

Other deals

Page 1 of 6



Wyevale Garden Centres - Indulgent Afternoon Tea...
Wyevale Garden Centres
Multiple Locations
£9 (Save 47%)



Tickets to the Ideal Home Show at London Olympia
Ideal Home Show
London
From
£12 (Save 50%)



Three-Course Menu at Jamie's Italian
Jamie's Italian
Online Deal
£20

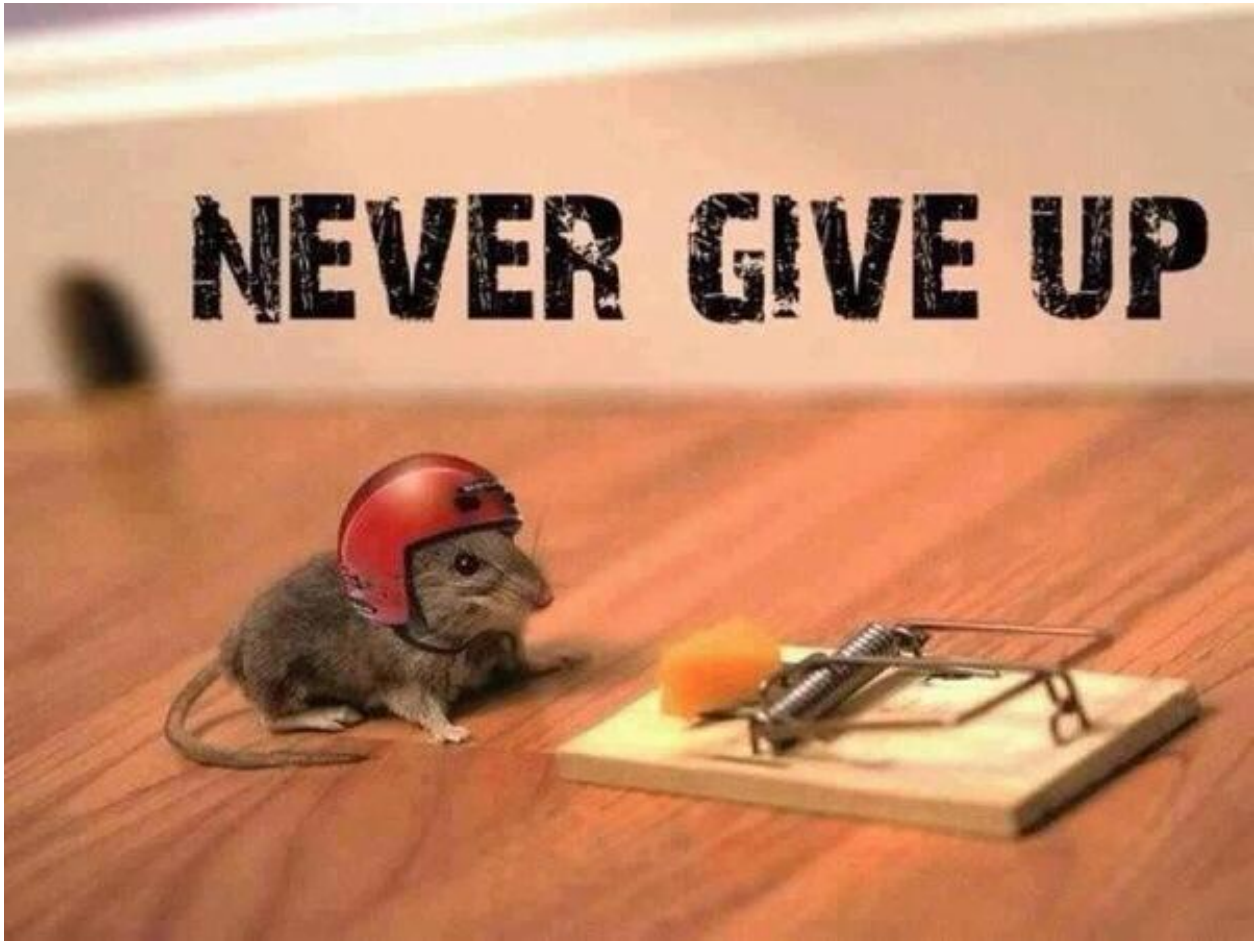


Six-Month Subscription to National Geographic Ki...
National Geographic Kids Magazine
London-wide
£9 (Save 55%)

Harrow Council © 2015

Accessibility | Terms & disclaimer | Privacy & cookies | Translate this page

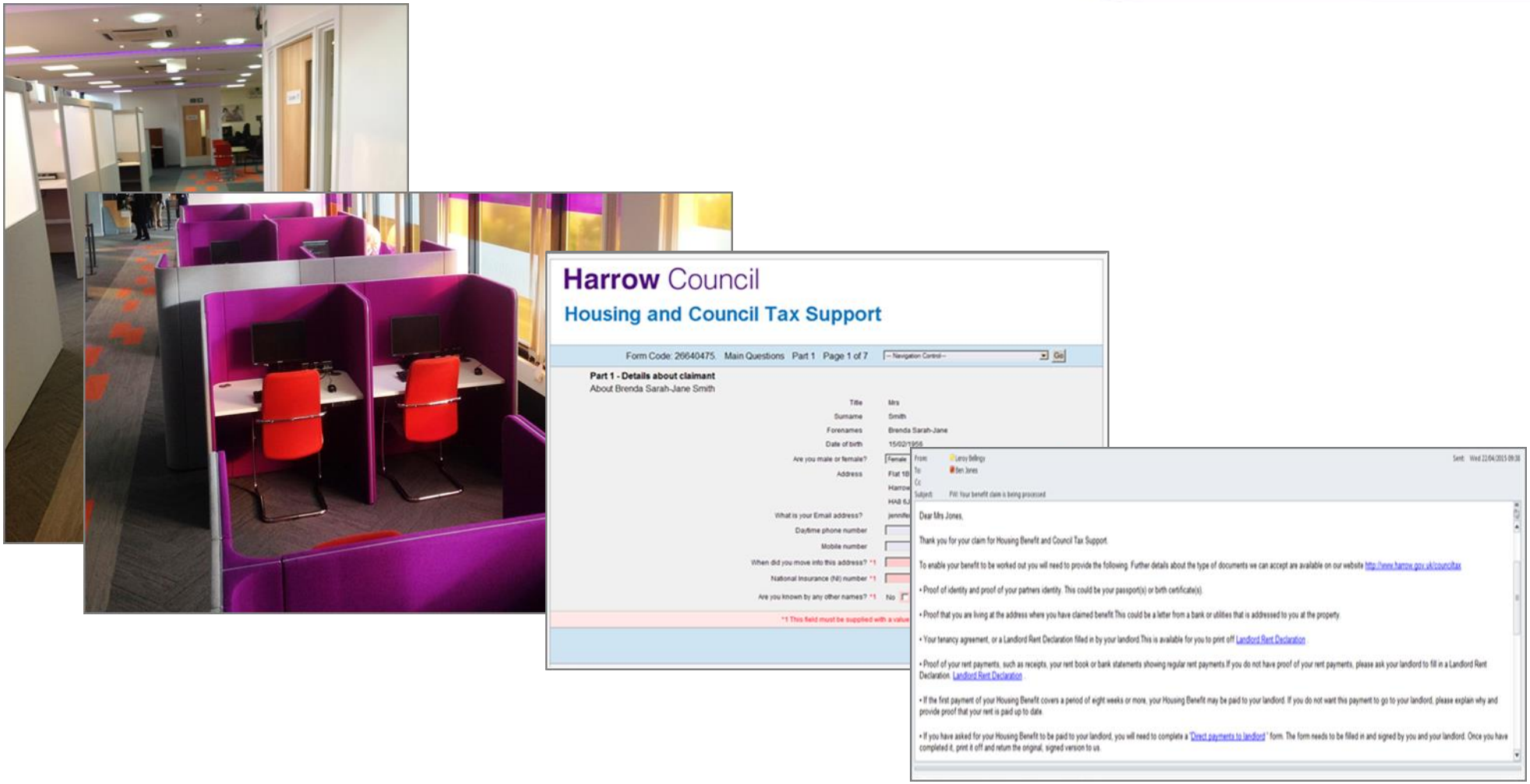
Top Tip 6 - Innovate



Top Tip 7 - Sweat your assets



Visiting the OSS



Self Service in the OSS





Use the Telephone Wisely

- Ditch the Switchboard

- Utilise IVR effectively
  - Optimise Skills Based Routing
  - Payments first!

- Proactive messaging
  - Processing times (Planning, Benefits)
  - Known issues (Weather, Bees)
  - Redirection (Electoral Registration, Concessionary Travel)



Contact Us

- Change ‘Contact Us’ page

Introduction | Travel info | Emergency nos.

How do I find the contact details of a particular council service?

Most viewed and top tasks list

A good place to start are our most viewed and top tasks lists, which feature links to the most commonly-used council services and their related pages.

Contact us sections

You can find the contact details of a particular council service in the 'contact us' section of the relevant web page - eg missed bin.



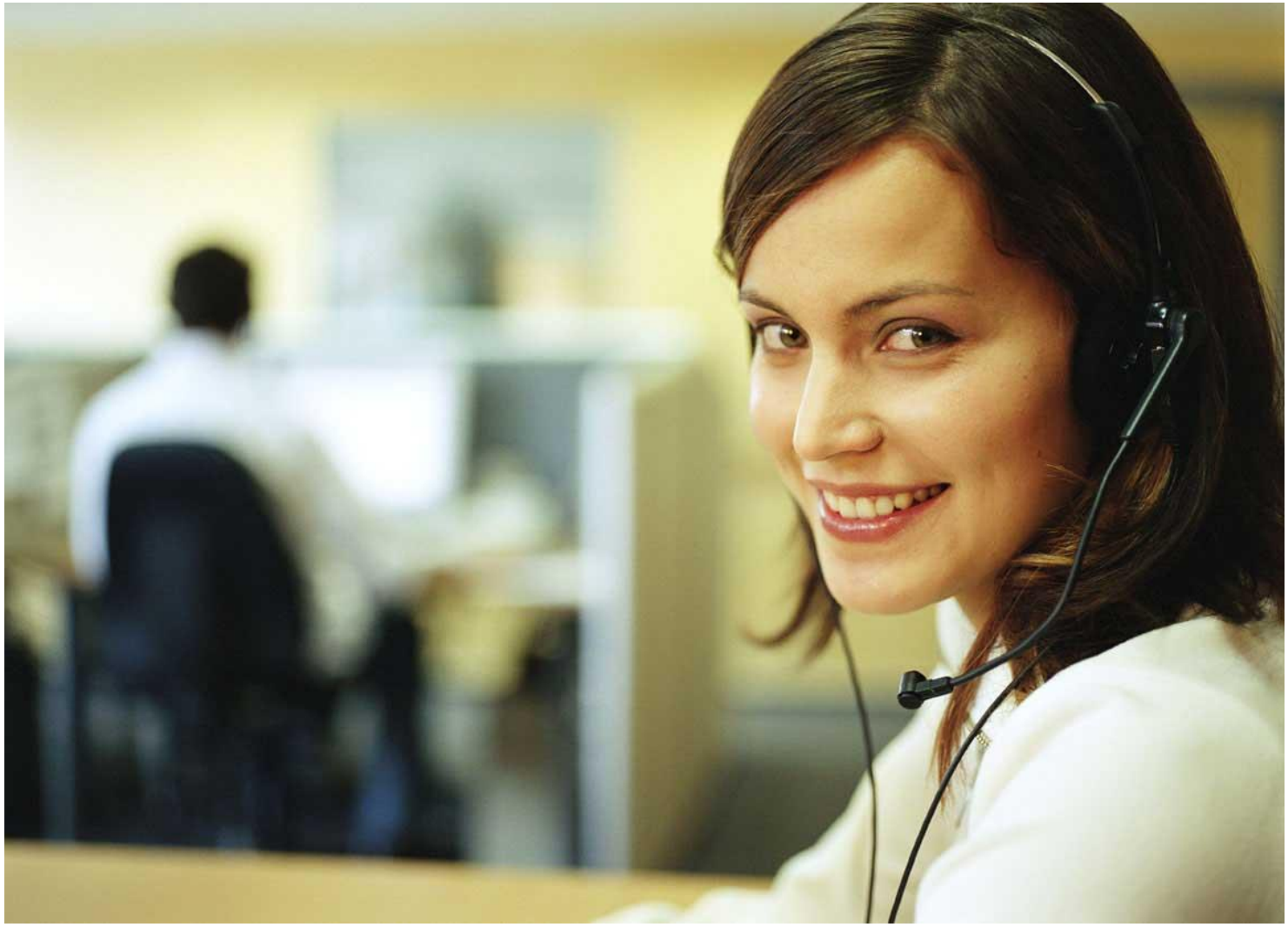
Search box

If you can't find the information you are looking for in our 'most viewed and top tasks lists', then you can use the search box at the top of each page.

Enter one or more keywords in the search box, then select the magnifying glass icon, or 'Enter' on your keyboard or touchscreen device. This will return a list of pages which are related to the word or

- Print friendly URLs not telephone numbers

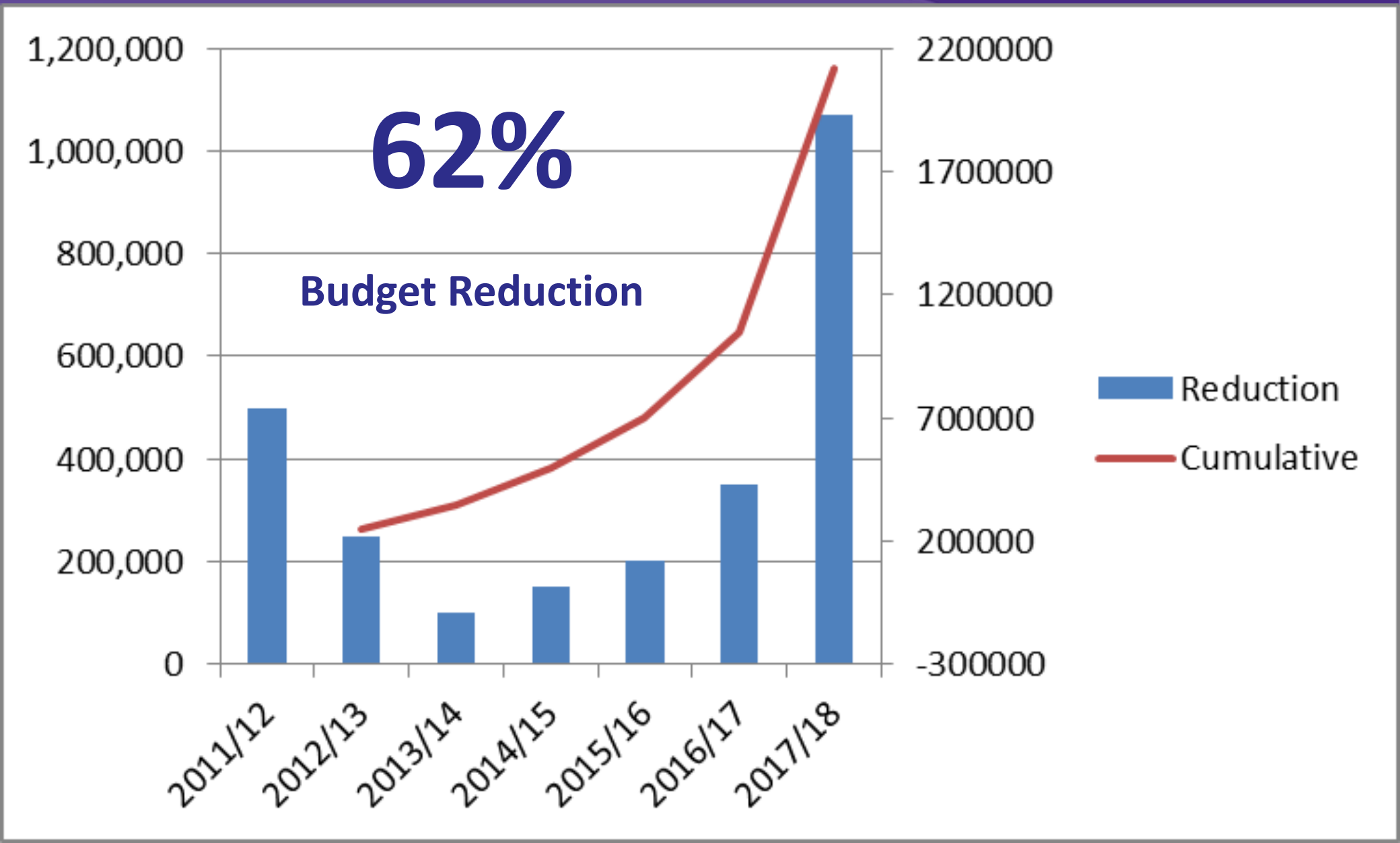
The Role of the Call Centre Agent



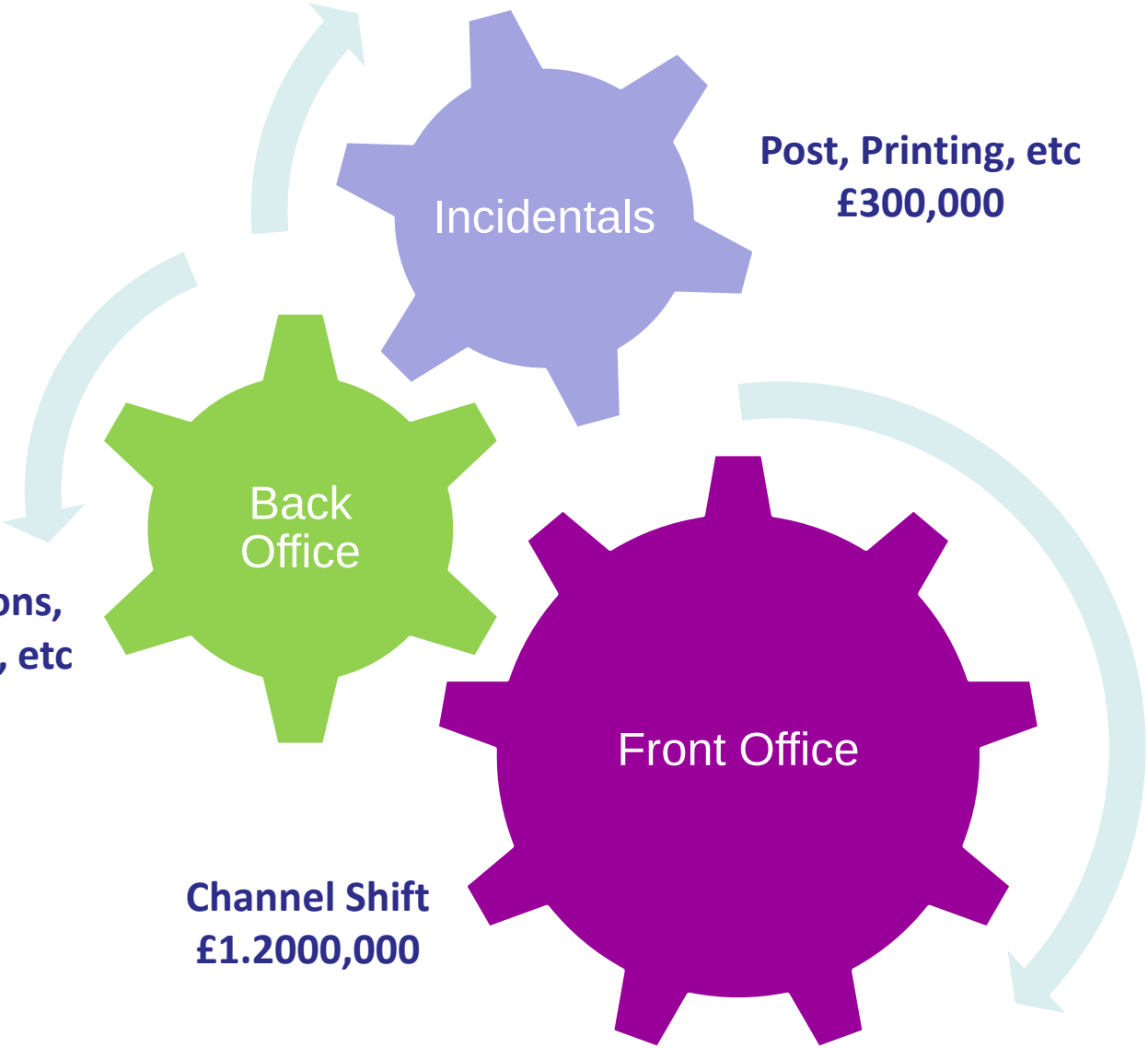
Top Tip 8 - Cough Up!



Budget reductions are in place



Annual Cashable Savings



Post, Printing, etc
£300,000

Back Office integrations, automatic processing, etc
£600,000

Channel Shift
£1.2000,000

Top Tip 9 - Evolve!



Adapting



Your **Environmental** Services

Welcome back Roxanne Jones | Log out
Your street: Church Lane, Harrow

Return Home

Street Cleaning, Rubbish & Recycling | **Transport, Roads & Parking** | **Parks, Open Spaces & Trees** | **Animals, Noise & Nuisance** | *I'm searching for...*

11 CHURCH LANE, HARROW, HA3 7EE — Change Address

+ Your Bin Collection Dates

Bin Type	Collection Date
	Wednesday 29 Jul 2015
	Wednesday 05 Aug 2015
	Wednesday 12 Aug 2015
	Wednesday 19 Aug 2015

+ Street Cleansing

Road Name	Last Cleaned	Next scheduled
1 GREENWAY GARDENS	07/03/2015	07/29/2015
THE CROSS WAY	07/27/2015	09/09/2015

+ Roadworks

Road Name	Start Date	Scheduled End Date
1 GREENWAY GARDENS	07/03/2015	07/29/2015
THE CROSS WAY	07/27/2015	09/09/2015

+ Grass Cutting

Road Name	Last Cut	Next Scheduled
1 GREENWAY GARDENS	07/03/2015	07/29/2015
THE CROSS WAY	07/27/2015	09/09/2015

Reported Incidents Near You



Key
- Tree Enquiry
- Graffiti
- Litter Bin Issue
- Fly Tip
- Abandoned Vehicle
- Open Incident
- Closed Incident

Your Most Visited Council Services

1. Council Tax
2. Pest Control
3. Missed Bin Collection
4. Planning
5. Housing Benefits

+ Your Parking Permits

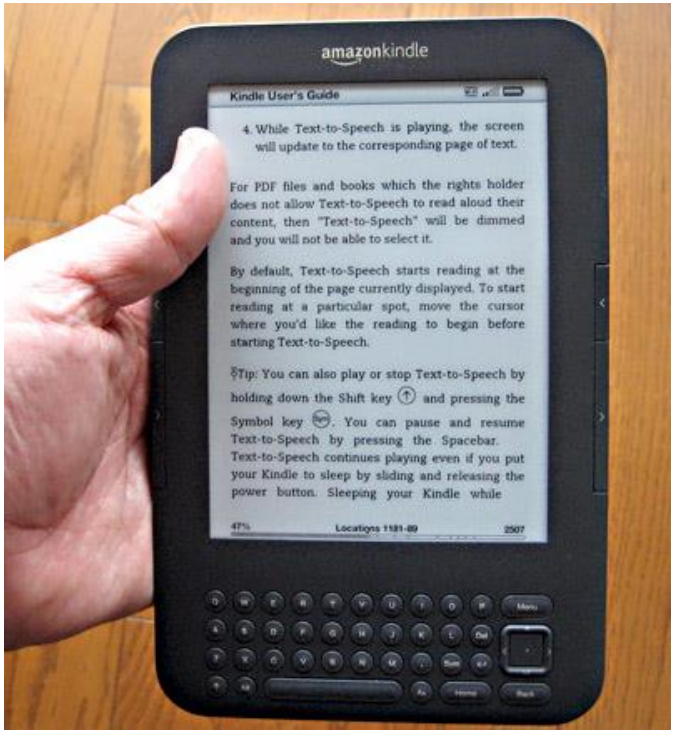
Vehicle Registration	Start Date	End Date
VA10 FSM	25/06/15	25/06/16
BG19 OSF	07/02/15	07/06/15

+ Planning Applications Near You

Your Reported Incidents & Requests

Description	Date Reported	Status
Fly Tip	28/07/15	Open
Additional Green Bin	24/07/15	Closed
Abandoned Vehicle	27/07/15	Open

Cutting Paper!



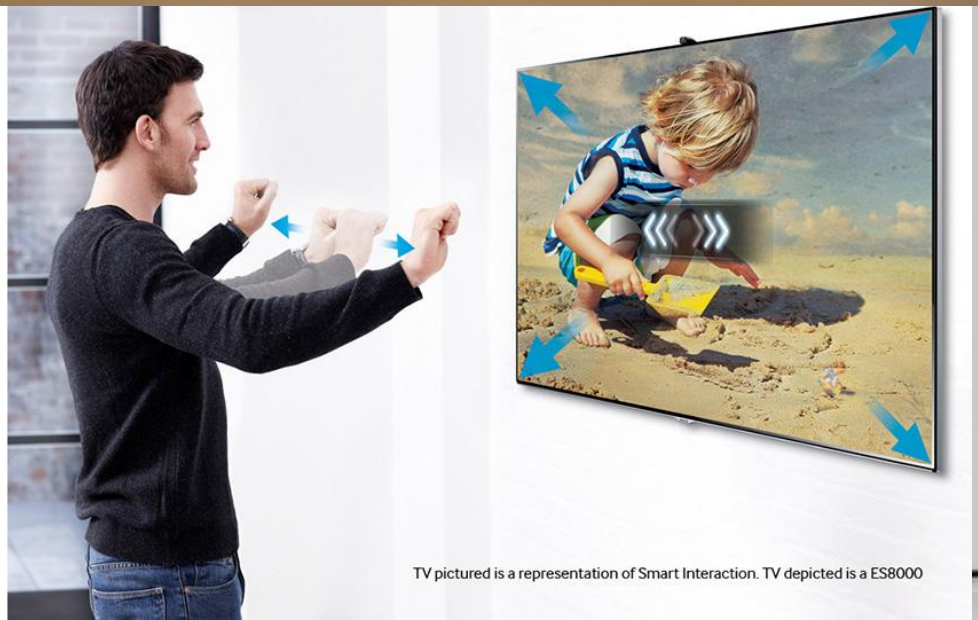




The future?

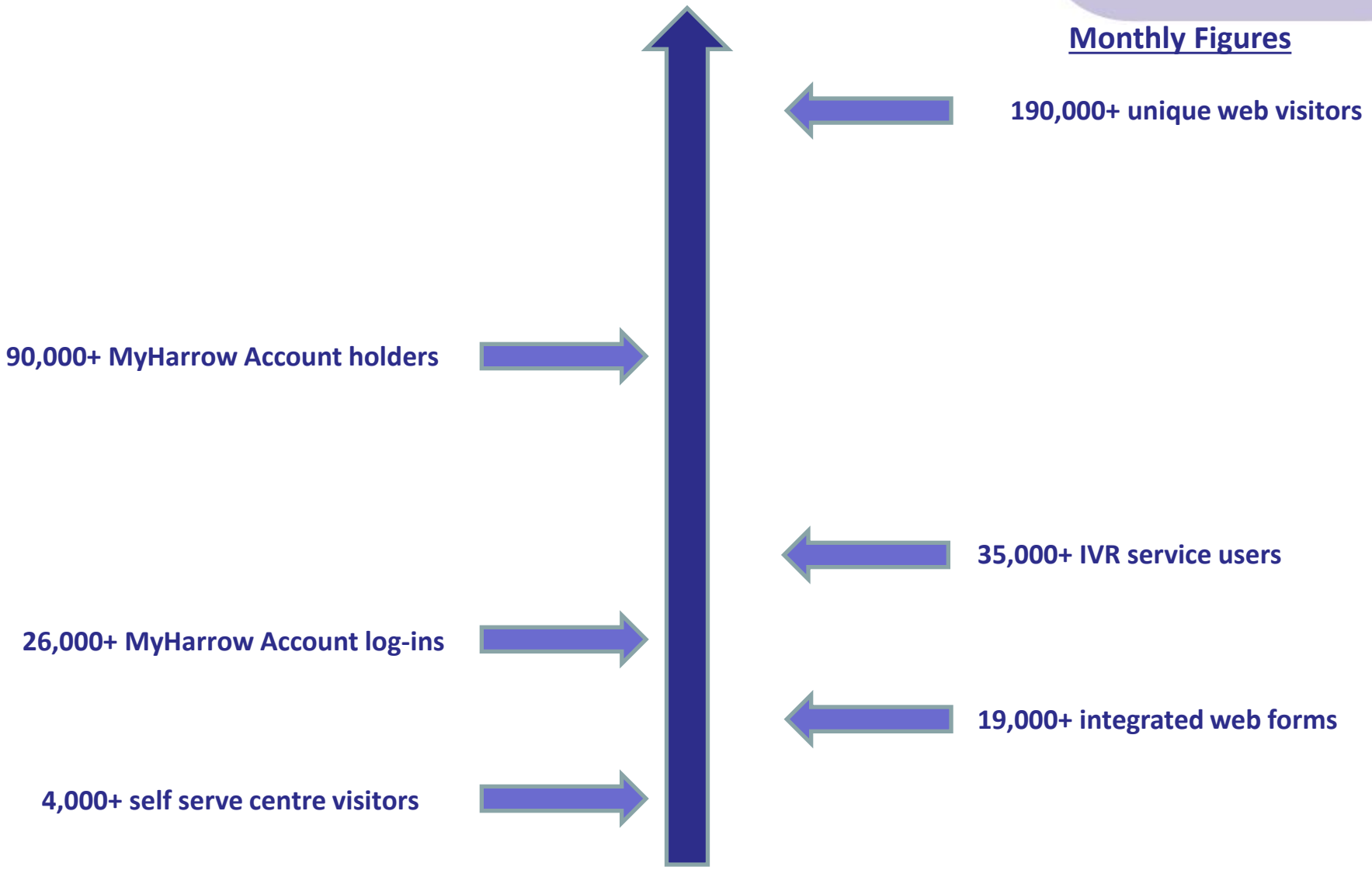



© Getty Images


TV pictured is a representation of Smart Interaction. TV depicted is a ES8000



The Rise of the ‘Self-Server’




KEEP
CALM
AND
CHANNEL
SHIFT