PSCSF

PUBLIC SECTOR CUSTOMER SERVICES FORUM

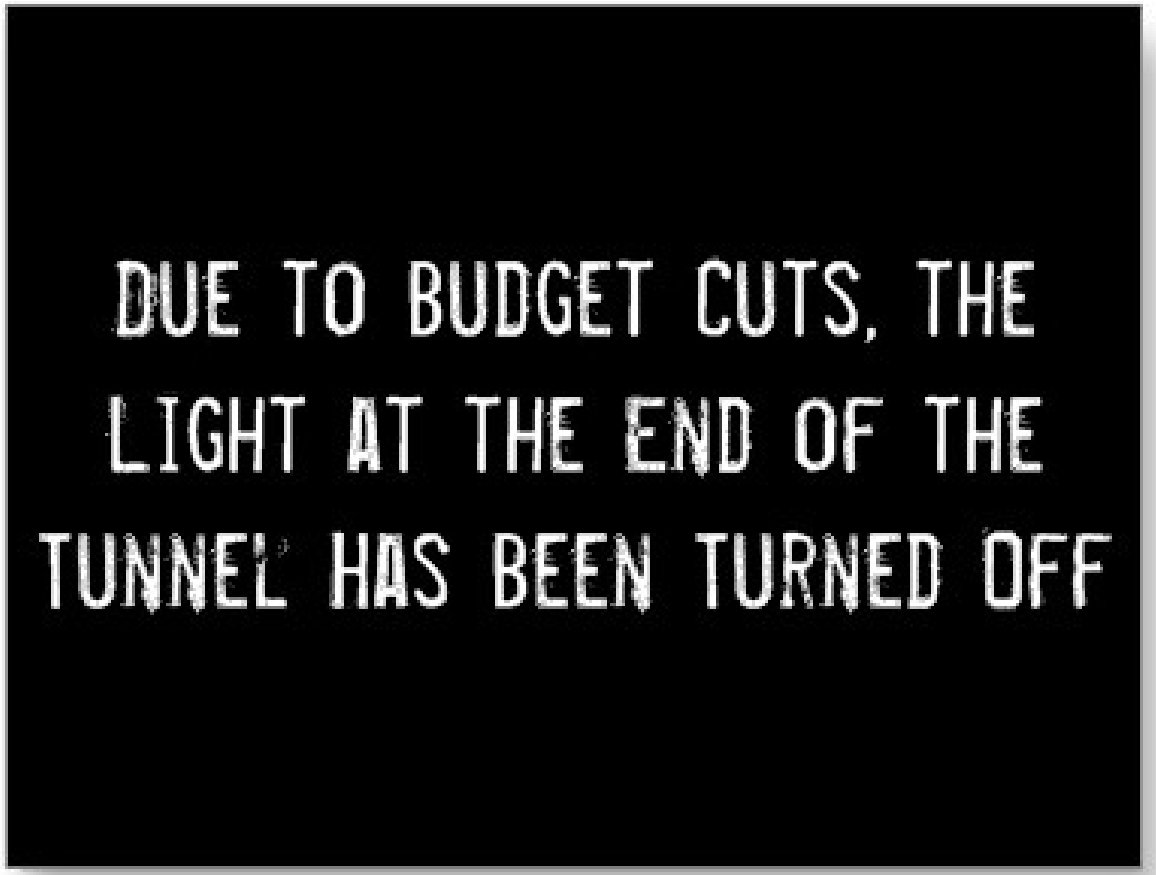


Harrow COUNCIL
LONDON

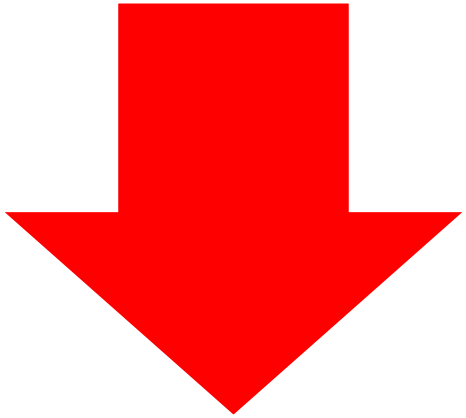
Customer Services – the Council's front door

Face-to-Face – Telephony – Email – Website – MyHarrow Account – Complaints – Web Forms – Social Media – Application Processing

- Council Tax
- Business Rates
- Housing Benefits
- Council Tax Benefits
- Housing Resident Services
- Housing Repairs
- Waste & Recycling
- Environmental Health
- School Admissions
- Parking
- Building Control
- Planning (including vetting & validation)
- Adult Social Care
- Community Alarms
- Concessionary Travel
- Electoral Services
- Registration Services
- Nationality Checking/Citizenship
- Accounts Payable/Receivable
- Switchboard


DUE TO BUDGET CUTS, THE
LIGHT AT THE END OF THE
TUNNEL HAS BEEN TURNED OFF

Changing Customer Demand



Contact Centre -22%

Face to Face -77%



MyHarrow Account +97%

Web Forms +76%

Self-Serve telephony +41%



Customer Services Strategy

- 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

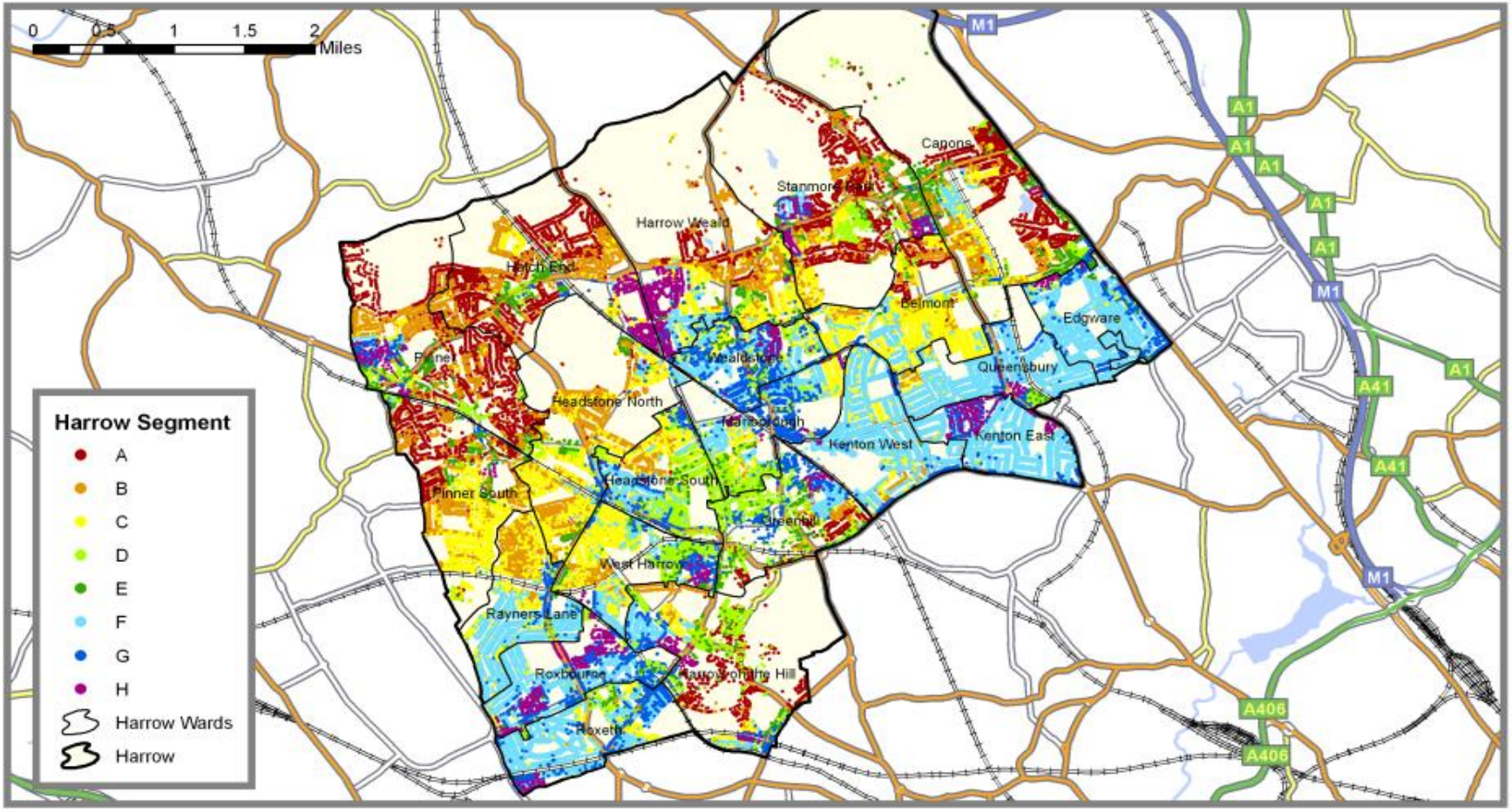
What did we do?

- Understand our customers
  - Use of customer segmentation

Understanding Your Customers

Harrow Mosaic Segments

Household Level



mosaic Public Sector

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Micromarketer Generation3

Understanding Your Customers

Segment A

- Extremely wealthy professionals
- 10.3% of households



- Late/middle aged, married couples
- Teenage children
- Expensive, detached houses
- Luxury cars
- Very high incomes, investments
- Top professions, senior managers
- Well educated

- Waste & Recycling
- Environmental services
- Pays council tax via direct debit

- Preferred Communication Channel - Web

Understanding Your Customers

Segment F

- Suburban Asian families on moderate incomes
- 23.9% of households



- Families with children
- Suburban, semis or terraces
- Asian background
- Middle income
- Multi-person households
- Jobseekers allowance
- Non-smokers, non-drinkers

- Planning
- Schools admissions service

- Preferred Communication Channel – Telephone [but will ‘shift’]

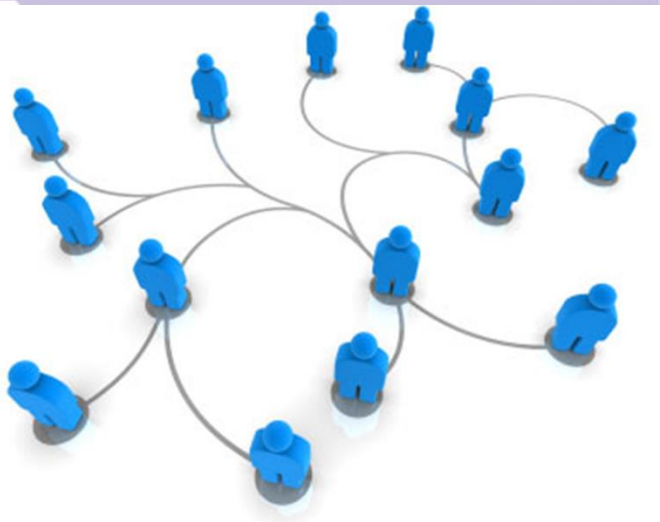
What did we do?

- Understand our customers
  - Use of customer segmentation
  - Analysis of CRM

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%)*



What did we do?

- Understand our customers
  - Use of customer segmentation
  - Analysis of CRM
  - Replicate what goes on in the Contact Centre

What did we do?

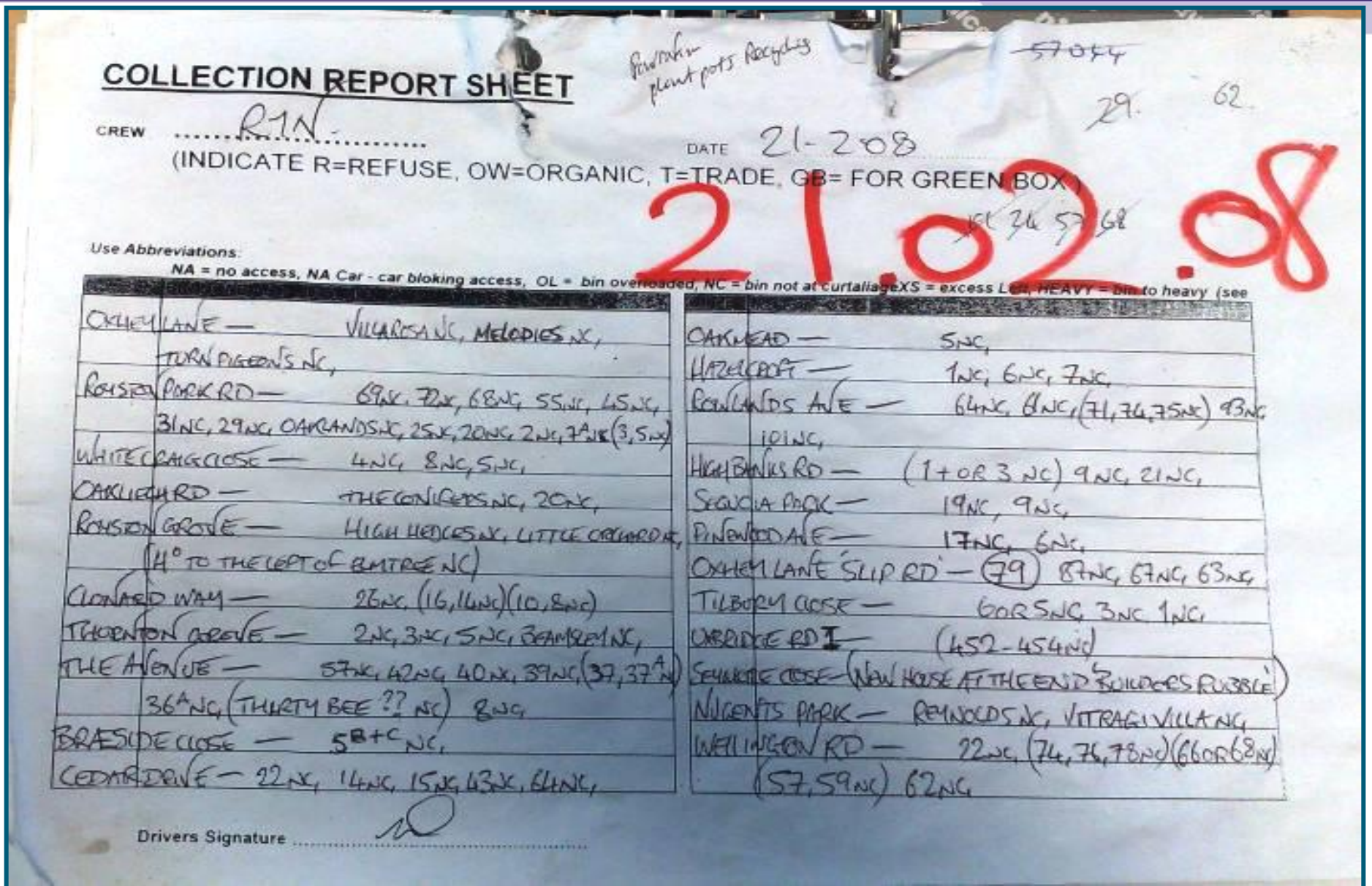
- Build the ability to self serve
  - Take control of the website
  - Focus on the ability to transact
  - Sort out the LLPG


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

What did we do?

- Build the ability to self serve
  - Take control of the website
  - Focus on the ability to transact
  - Sort out the LLPG
  - Integrate web forms

Bins



COLLECTION REPORT SHEET

Furniture plant pots Recycling

57054

CREW R1N

DATE 21-2-08

29. 62

(INDICATE R=REFUSE, OW=ORGANIC, T=TRADE, GB= FOR GREEN BOX)

21.02.08

~~61~~ 24 57 68

Use Abbreviations:

NA = no access, NA Car - car bloking access, OL = bin overloaded, NC = bin not at curtaliageXS = excess Left, HEAVY = bin to heavy (see

OXHEY LANE — VILLAROSA NC, MELODIES NC, TURN PIGEONS NC,

ROYSTON PARK RD — 69NC, 72NC, 68NC, 55NC, 45NC, 31NC, 29NC, OAKLANDS NC, 25NC, 20NC, 2NC, 7A NC (3,5NC)

WHITE CRAIG CLOSE — 4NC, 8NC, 5NC,

OAKLEIGH RD — THE CONIFERS NC, 20NC,

ROYSTON GROVE — HIGH HEDGES NC, LITTLE ORCHARD NC, (4° TO THE LEFT OF BMTREE NC)

CLONARD WAY — 26NC (16, 16NC) (10, 8NC)

THORNTON DRIVE — 2NC, 3NC, 5NC, BRAMLEY NC,

THE AVENUE — 57NC, 42NC, 40NC, 39NC, (37, 37A NC) 36A NC, (THIRTY BEE ?? NC) 8NC

BRAESIDE CLOSE — 5B+C NC,

CEDAR DRIVE — 22NC, 14NC, 15NC, 43NC, 64NC,

OAKMEAD — 5NC,

HAZELCROFT — 1NC, 6NC, 7NC,

ROWLANDS AVE — 64NC, 6NC, (71, 74, 75NC) 93NC 101NC,

HIGH BANKS RD — (1+OR 3 NC) 9NC, 21NC,

SEQUOIA PARK — 19NC, 9NC,

PINEWOOD AVE — 17NC, 6NC,

OXHEY LANE SLIP RD — (79) 87NC, 67NC, 63NC,

TILBURY CLOSE — 60R 5NC, 3NC, 1NC,

OXBRIDGE RD — (452-454NC)

SEYMOUR CLOSE — (NEW HOUSE AT THE END BUILDERS RUBBLE)

NUGENTS PARK — REYNOLDS NC, VITRAGLVILLA NC,

WELLINGTON RD — 22NC, (74, 76, 78NC) (66 OR 68NC) (57, 59NC) 62NC

Drivers Signature .....

What did we do?

- Build the ability to self serve
  - Take control of the website
  - Focus on the ability to transact
  - Sort out the LLPG
  - Integrate web forms
  - Understand when to use authentication

MyHarrow Account Demo

Services

- Council Tax
- Business rates
- Housing Benefits
- Landlords
- Libraries
- Parking
- Housing Rents
- School Admissions

Extras

- Details Transfer
- Progress Updates
- ‘Easy-Read’ Letters
- ‘How To’ Guides

Location

- Planning Applications
- Licence Applications
- Bin Collection Dates
- My Councillors

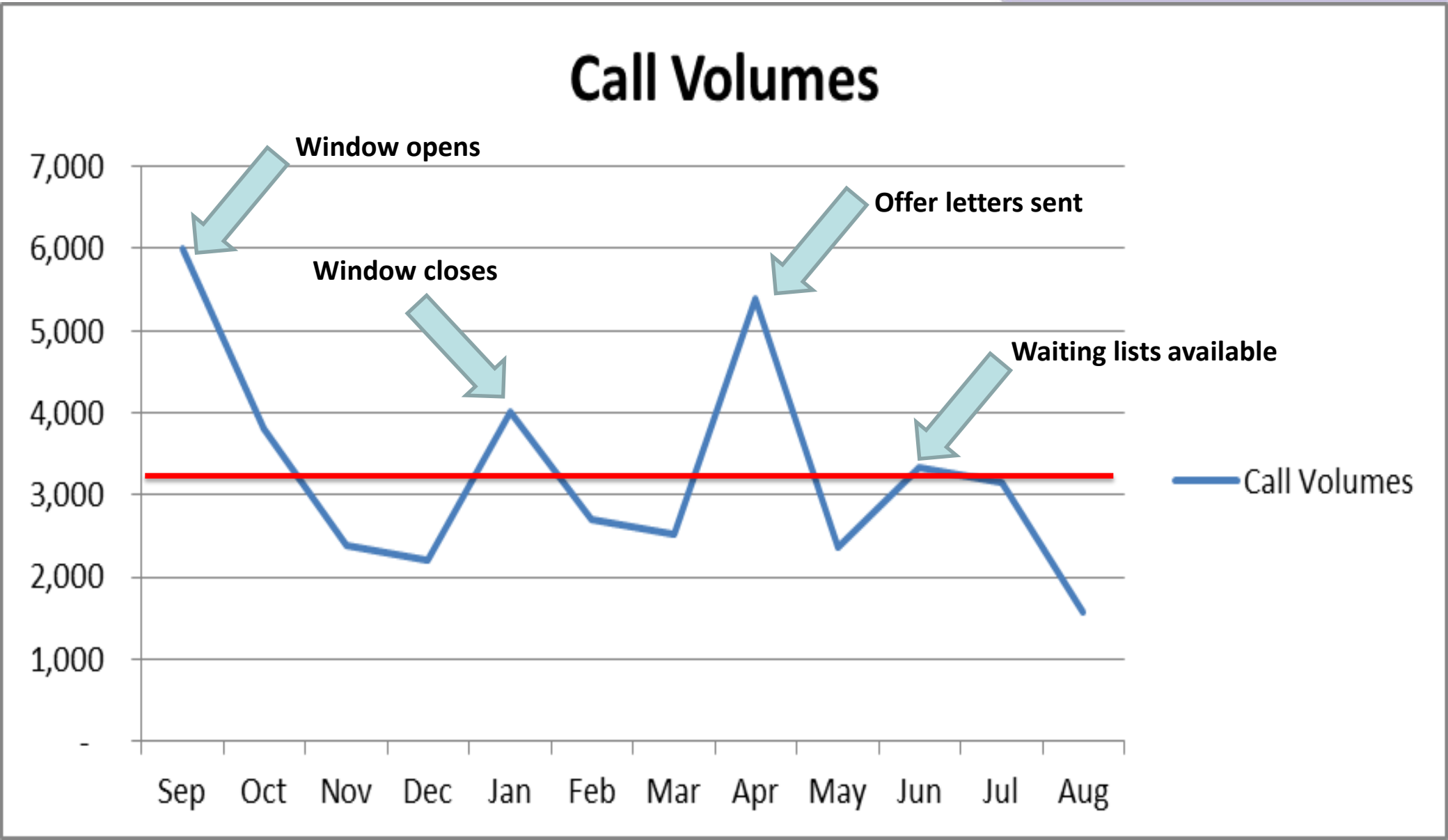
Alerts

- Missed Bin
- Cash Payer
- Parking Permit
- Planning Application
- School Waiting Lists
- Council Notifications

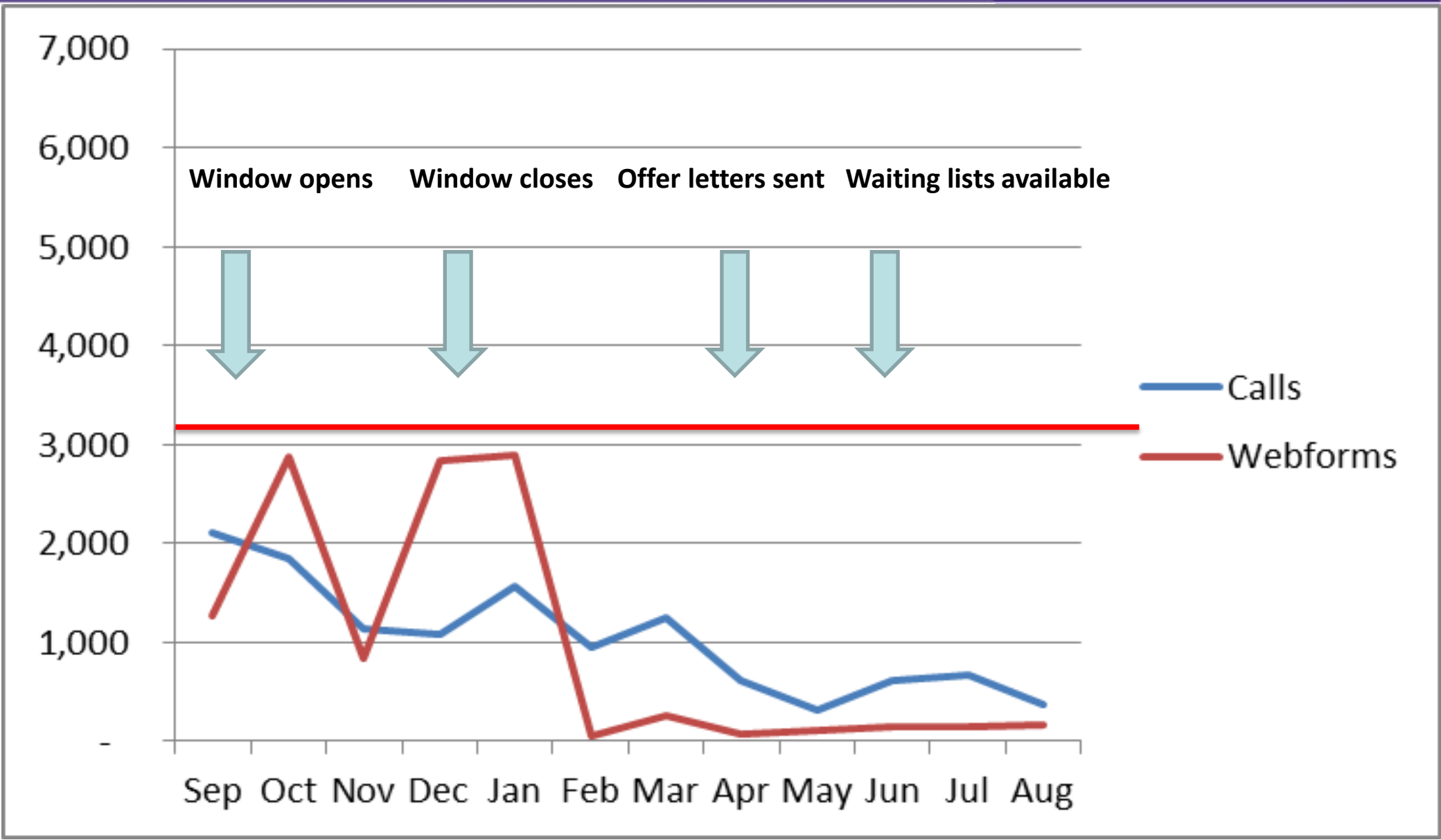
Portals

- Champions
- Staff
- Member
- Housing

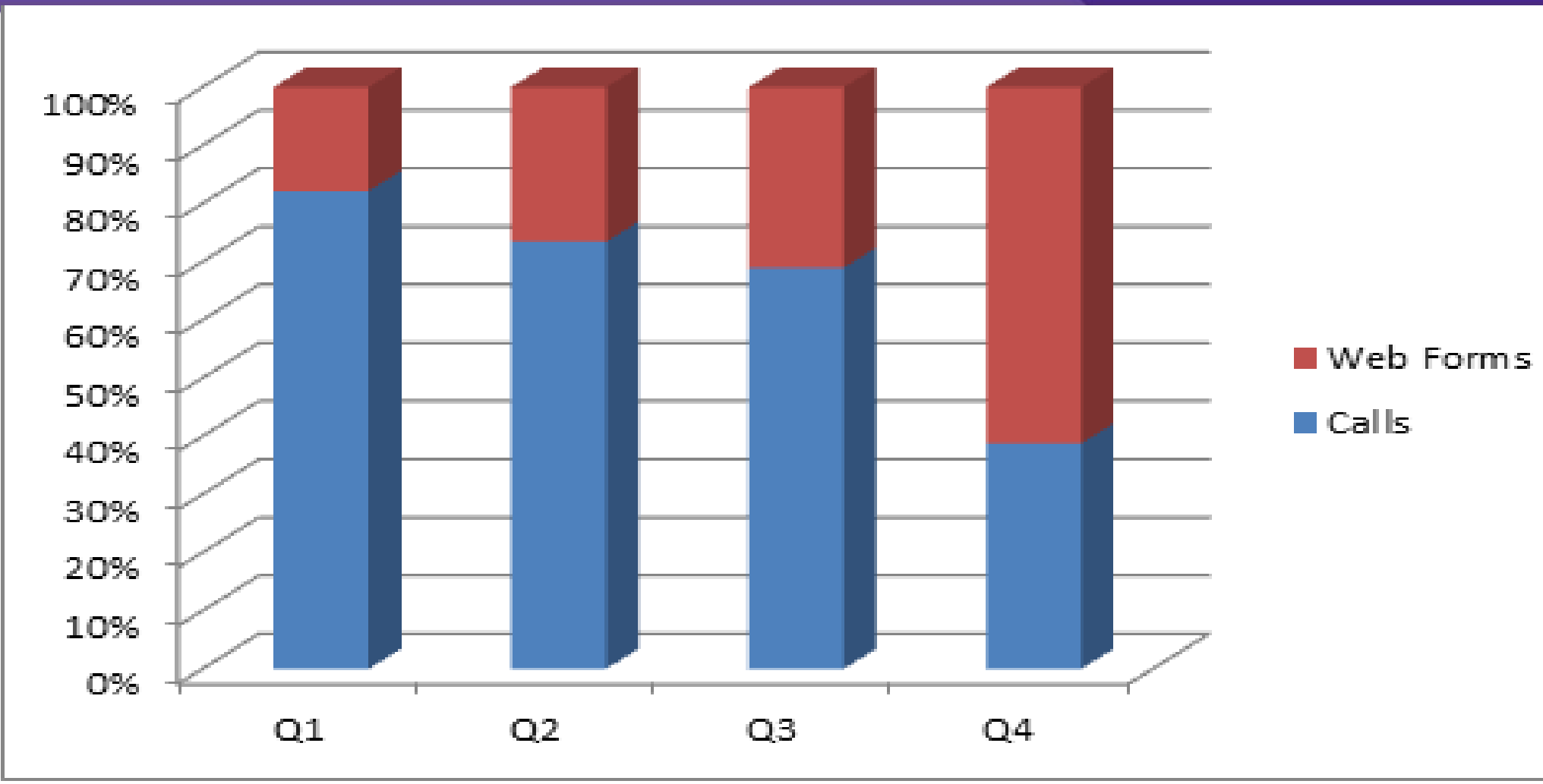
School Admissions - Then



School Admissions – Now!



Revenues – opportunities to ‘shift’

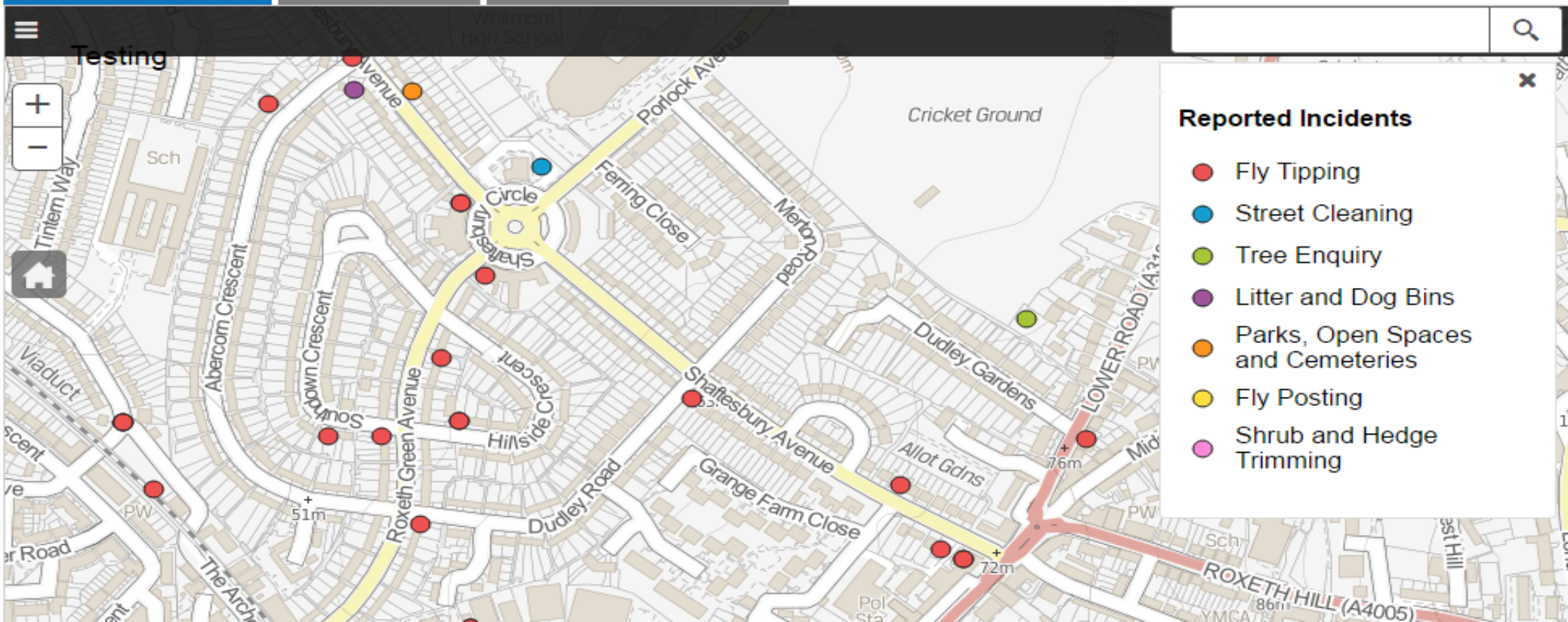


Council Tax ‘moves’ – 2015/16

Environmental Homepage

Monday 11 Apr 2016	Residual waste collected (report missed) ✓	Food waste collected (report missed) ✓
Next collection due Monday 18 Apr 2016	Food and Recyclables waste bins will be collected	

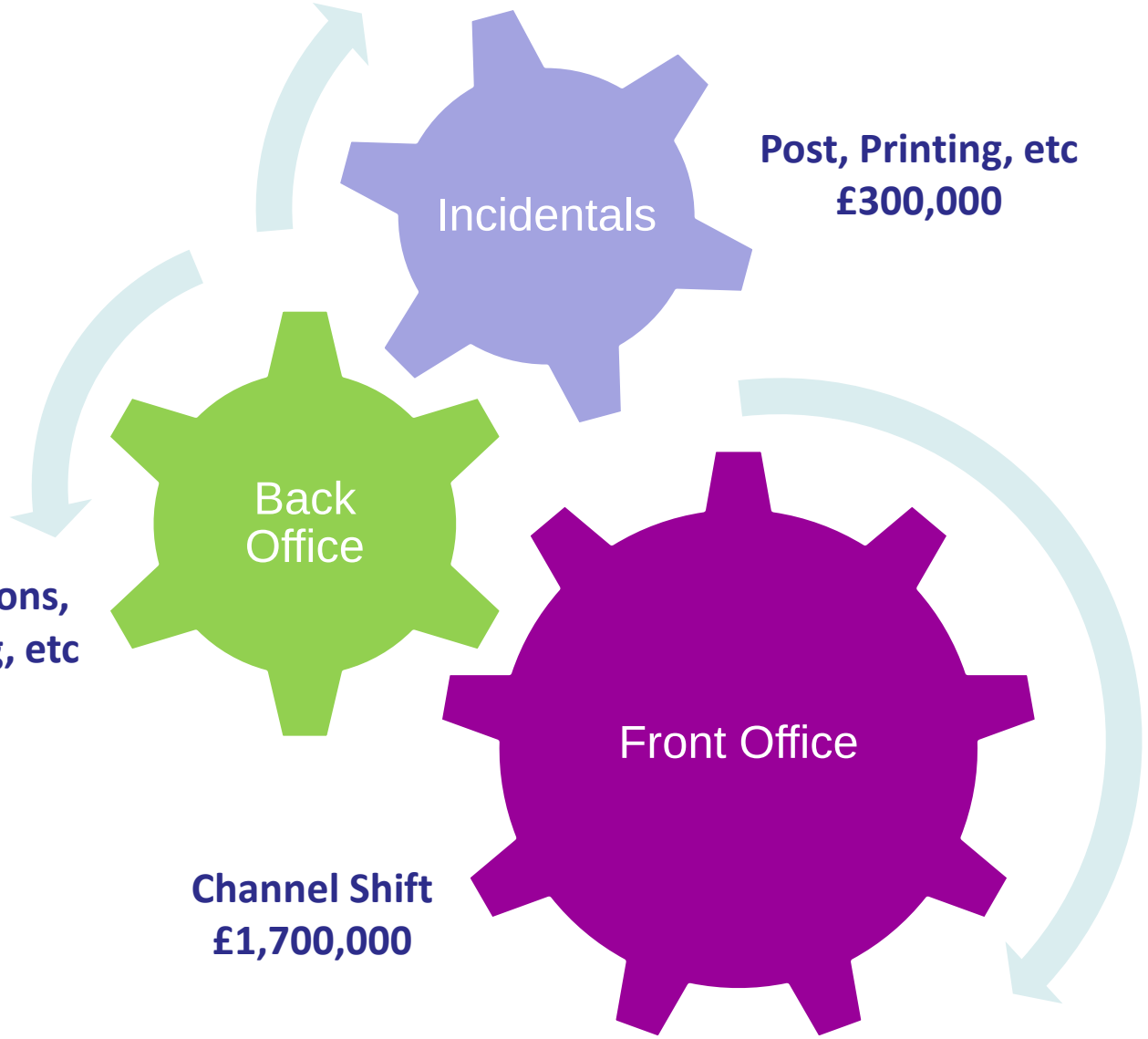
Reported Incidents | Your Reports | Report a new incident



What did we do?

- Build the ability to self serve
  - Take control of the website
  - Focus on the ability to transact
  - Sort out the LLPG
  - Integrate web forms
  - Understand when to authentication
  - Take the saving!

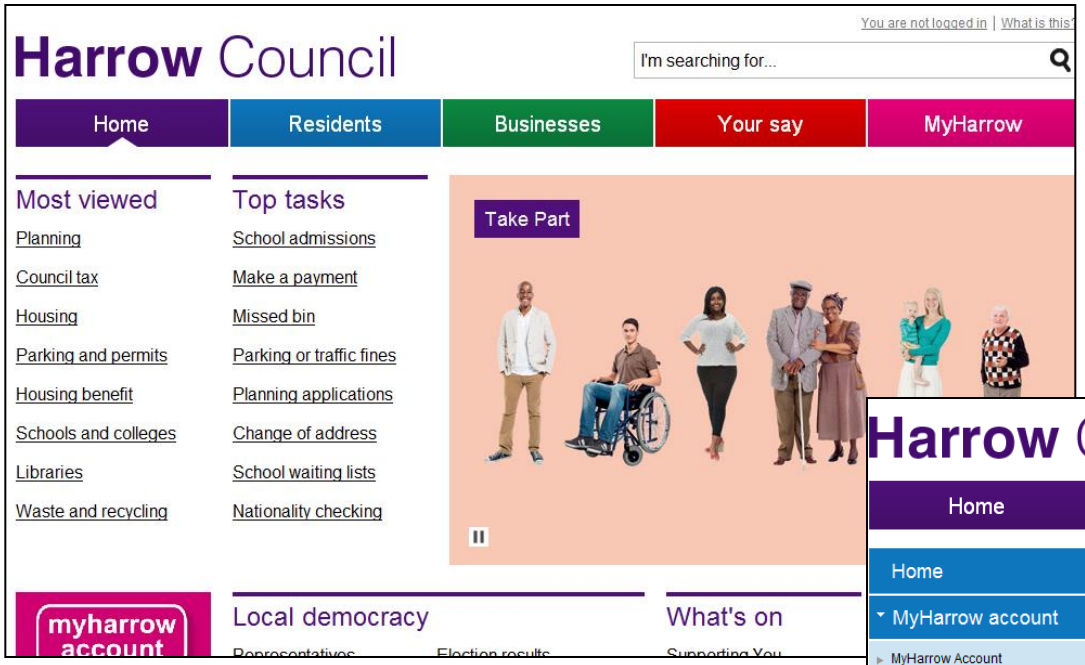
Realising the Benefits

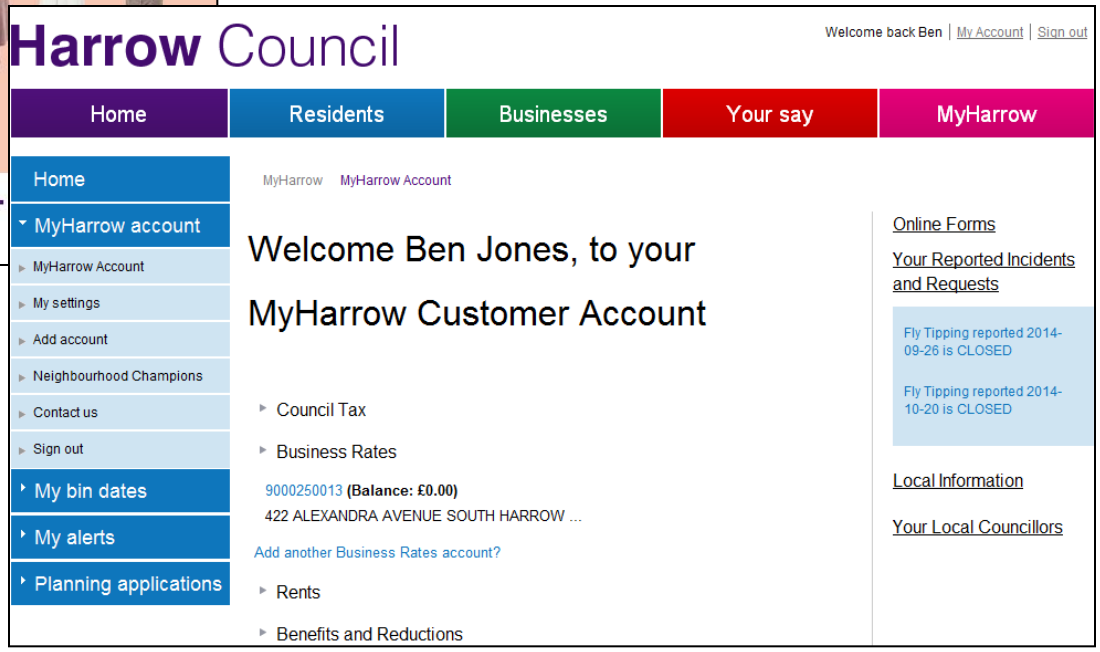


What did we do?

- Build the ability to self serve
  - Take control of the website
  - Focus on the ability to transact
  - Sort out the LLPG
  - Integrate web forms
  - Understand when to authentication
  - Take the saving!
  - Move towards the Amazon model

Two become one





What did we do?

- Build the ability to self serve
  - Take control of the website
  - Focus on the ability to transact
  - Sort out the LLPG
  - Integrate web forms
  - Understand when to authentication
  - Take the saving!
  - Move towards the Amazon model

  - Make best use of the telephone system

What did we do?

- Migration!
  - Make life easy with friction free processes

One Stop Service – Change of Address



Council Tax

Parking Permit

School Admissions

Electoral Registration

MyHarrow Account

What did we do?

- Migration!
  - Make life easy with friction free processes
  - Change the face to face service

Self Service in the OSS







Self Service in the OSS





What did we do?

- Migration!
  - Make life easy with friction free processes
  - Change the face to face service
  - Motivate the staff to cross sell
  - Market at every opportunity

Marketing

Harrow COUNCIL LONDON





What did we do?

- Migration!
  - Make life easy with friction free processes
  - Change the face to face service
  - Motivate the staff
  - Market at every opportunity
  - Increase wait times
  - Close channels

Closing Channels







School admissions







What did we do?

- Migration!
  - Make life easy with friction free processes
  - Change the face to face service
  - Motivate the staff
  - Market at every opportunity
  - Increase wait times
  - Close channels
  - Offer something different

Generating Revenue

Harrow COUNCIL LONDON

GREAT DEALS ON

PRODUCTS, SERVICES, RESTAURANTS

FOR EVERYONE



LOCAL DEALS

Save money when you buy from Harrow businesses!

NATIONAL DEALS

Incredible National Deals with huge savings available to you now!

PRODUCT STORE

Electronics, Books, Games and much more easily at your fingertips!