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Self Service Portal and Online Forms

Revenues and Benefits

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Revenues and Benefits

- 4 Customer Service Centres
- 1 Corporate Contact Centre (Phones)
- 128,000 domestic properties
- 10,500 commercial properties
- 35,000 housing benefit claimants







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Digital in Revenues and Benefits

- Council tax – every citizen needs to interact with us
- Business rates – businesses had showed us a real interest in interacting with us digitally
- Housing benefit and council tax reduction – capitalise on customers who are capable so we support those who aren't
- 12 week implementation
- During Christmas and year end testing



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Promoting Channel Shift

- Leaflet – iPad
- Amended our bills and notifications to make digital the most obvious way to contact us
- Made the portal part of the FAQ answers
- Included an unlock code on all bills and notifications
- Promotion campaigns on social media
- Local free paper



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Promoting Channel Shift

- Training all frontline staff
- Training all staff that interact with customers for these services
- Promoting to our own staff as customers
- Nudge Theory / Behavioural Insights

Outcomes

- 21,500 registered users so far
- 14,000 used the service at least once to access their claim or account
- At least £20k saving for start of year billing
- Further £20k saving on ad hoc billing and notifications throughout the year

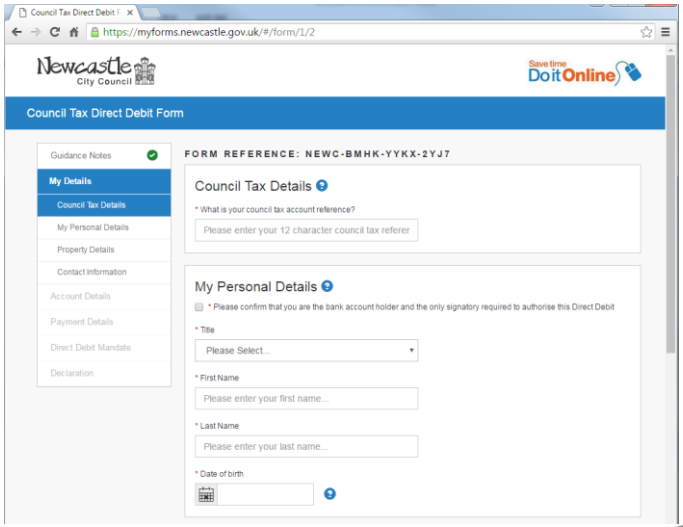
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Where we are now?

- Intelligent council tax and business rates forms – Gandlake's "InForm"

INFORM

- 1500 users of Direct Debit form since March



- Single Person Discount form

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Where next?

- Making recovery letters available online
- Federated access / single sign on using Gandlake's GFA with other portals
- Risk Based Verification
- Digital Transformation Programme

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Questions?

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