



CHILTERN  
District Council



SOUTH BUCKS  
District Council

Stronger in partnership

A scenic view of a rolling green landscape under a blue sky with white clouds. The foreground is a lush green field, and the background shows rolling hills with scattered trees and a few buildings. A large green diagonal shape is overlaid on the right side of the image.

# Chiltern and South Bucks Customer Experience Programme

Sharing our Experiences  
24<sup>th</sup> October 2019

## The Journey So Far



## Stronger in Partnership consists of...

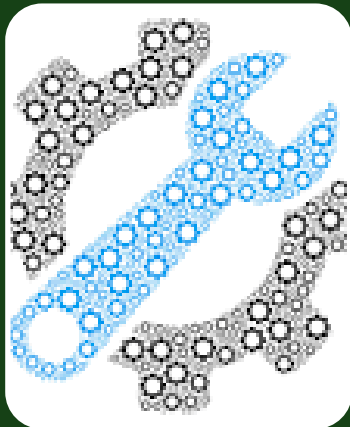


# Customer Experience Programme – What Was the Strategy



## Customer Experience Strategy: Aims

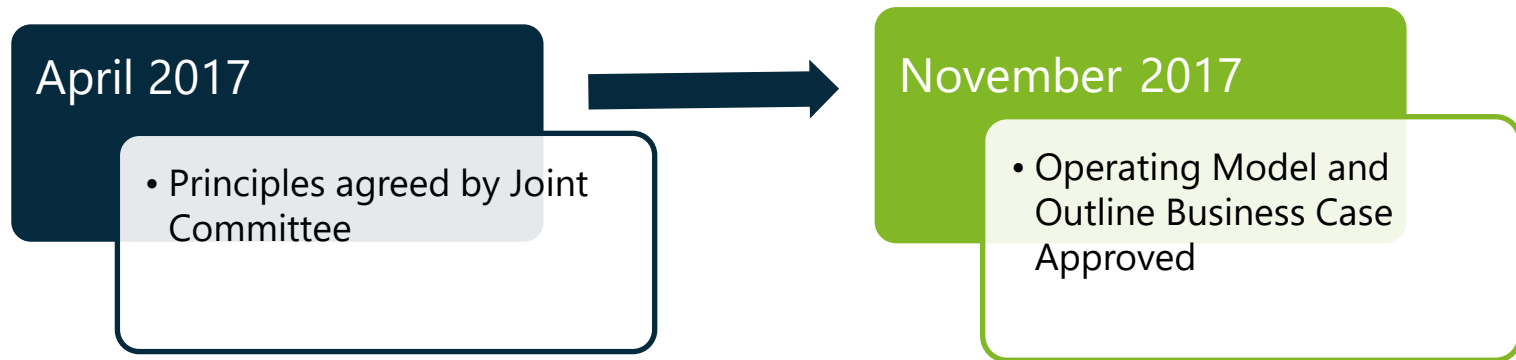
- Transformation of the organisation, moving and concentrating resources to the customer interface
- Making the best use of technology
- Responding to changing customer expectations
- Putting the customer at the centre of what we do
- Providing services in a sustainable way
- Deliver savings



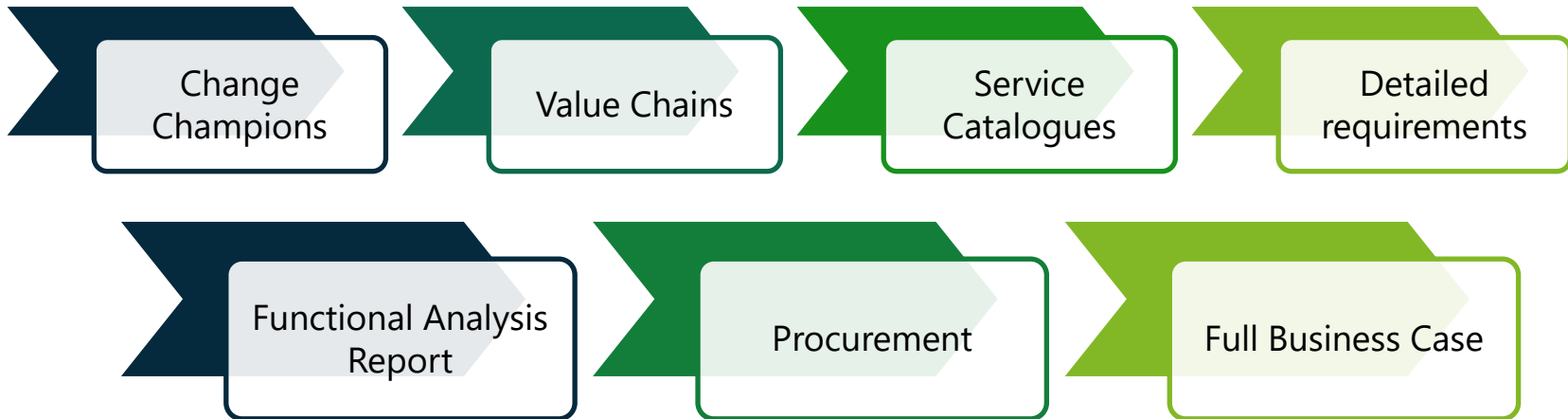
## Customer Experience Strategy: Design Principles

- Understand customer needs and use customer insight to develop services
- Provide a consistent customer experience
- Deal with the whole enquiry at first point of contact where possible
- Provide an accessible service promoting self service
- Providing a quality service aiming for right first time

## Building on the Aims and Principles



## The Full Business Case



**This was agreed by the Joint Committee June 2018**

# What did the Full Business Case agree

A '**Full Centralisation and Transformation**' organisational model where customer service activity **will be transferred** from Service Areas to Customer Services

A **Customer Journey** where Customer Services **fully triage** and where possible, fulfil the customer request at the point of contact, ensuring the service areas is sent **accurate and timely information** to enable them to deliver their service

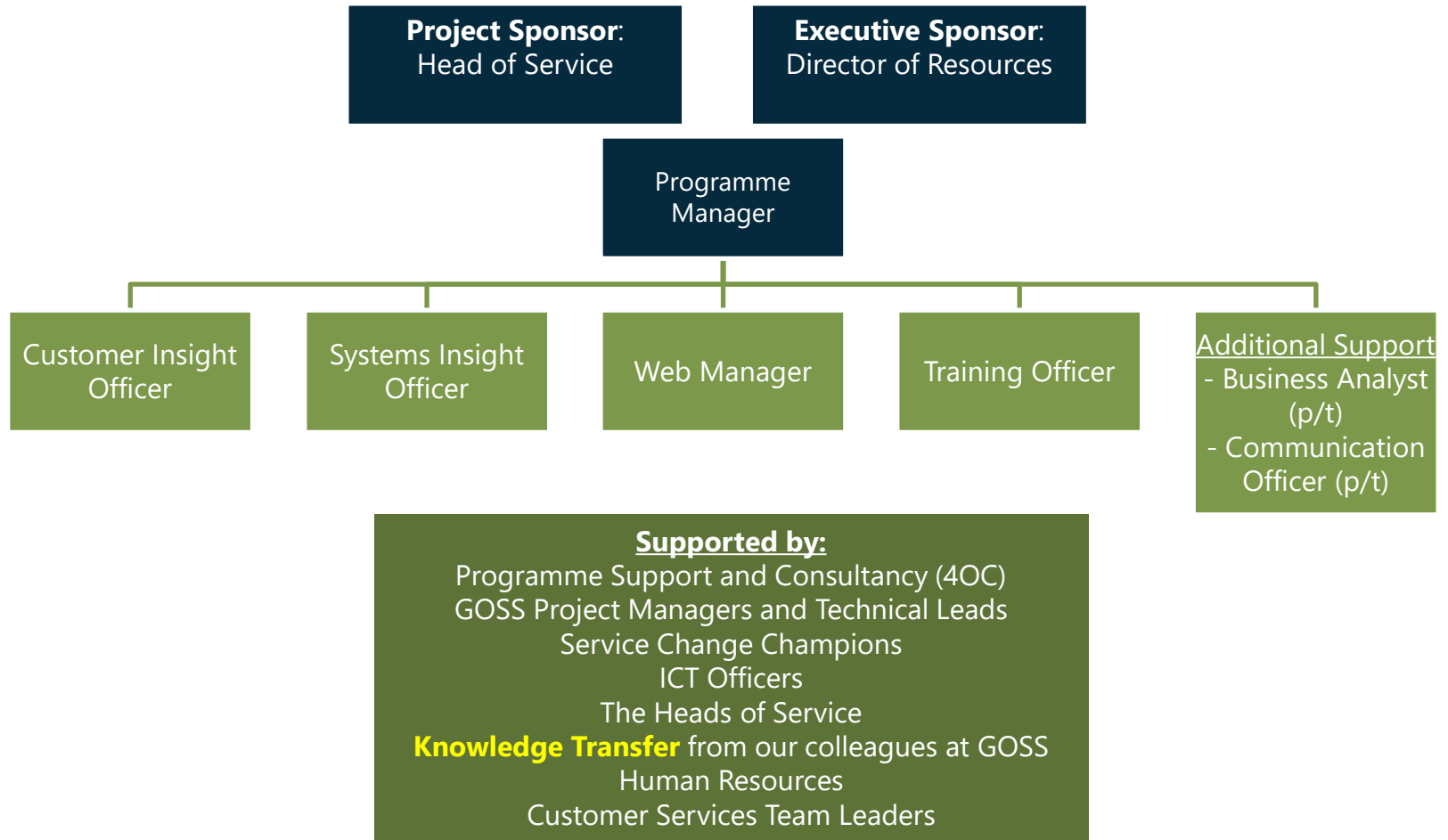
A supporting technology stack that will enable **transformation**. This will include a CRM Lite, Customer Account, Web Form Tool, Push Notifications, and Integration Engine

A supporting organisational structure that takes into account **close engagement with services** to enable continuous improvement, and using **customer insight** to inform service delivery and service offering

Benefits – **as channel shift is achieved** through the reduction of FTE in Customer Services

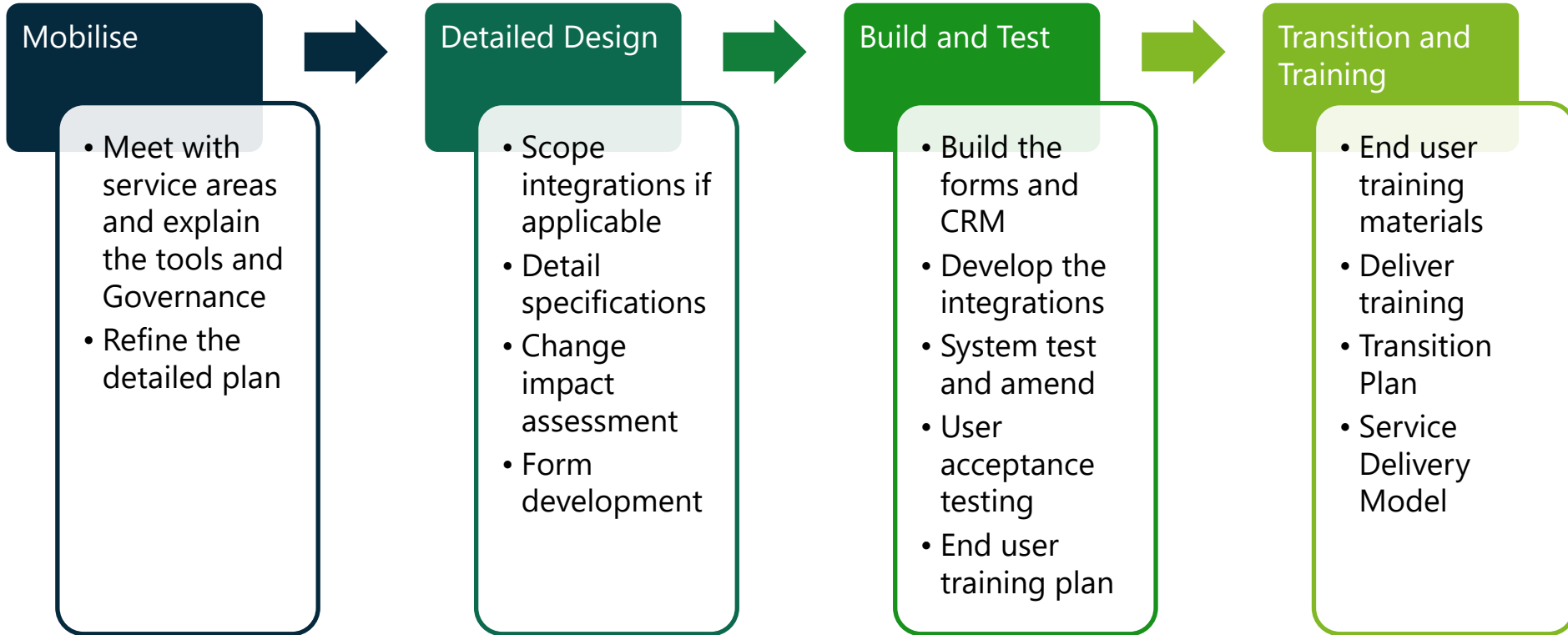
**11 key projects**

# The Implementation Team

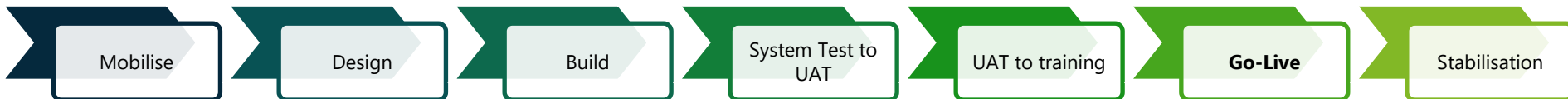


All recruitment into the implementation team came from **internal resources**, with the exception of our Business Analyst

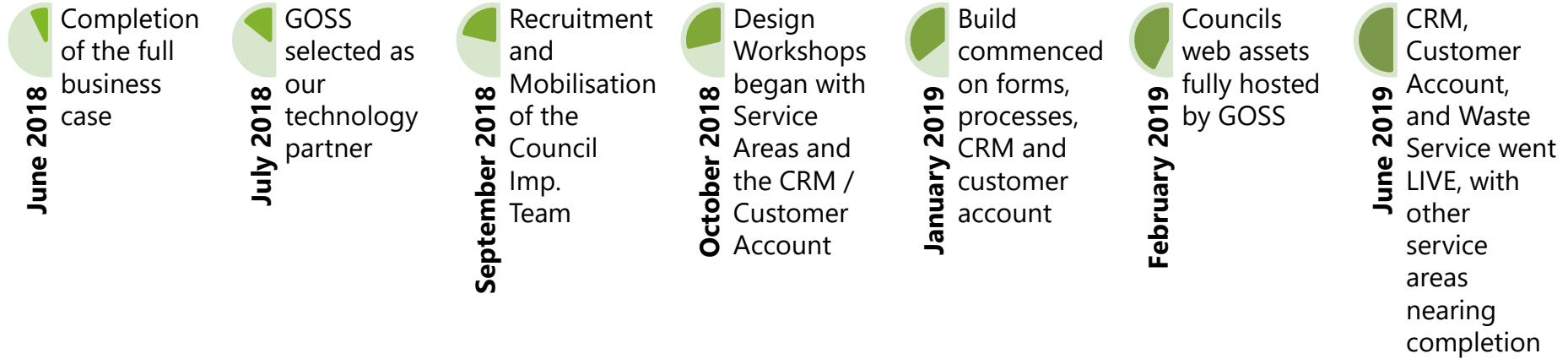
## The Process - overview



## Milestones and Stage Gates



# Implementation – High Level Time Lines





# Channel Shift and Nudge Theory

## Channel Shift

- Encouraging customers to choose the most efficient channel of communication
- An essential part of any digital transformation to maximise the potential of any efficiency savings
- Need to make the digital platform the best way to contact, and not reduce the quality of other channels

## Nudge Theory

- Studies show that when faced with a decision, people will normally choose the easiest option
- You design choices that encourage people to make decisions that are beneficial to their wellbeing
- Use perceived social norms, and priming – terminology that encourages self service and computer use

## Customer Personas

- Members were clear they did not want us to close any channels
- Therefore we need to make the digital platform inclusive for all users
- We therefore created nine customer personas based on our demographic to help put ourselves in the position of the customer

# Website Refresh, Knowledge Base, and Communication Strategy

## Website Refresh

- The theory of channel shift all extends to the website
- There is a need to engage with our service area web editors to make sure they capture the vision for the digital platform
- Need to draw citizens to the service request forms and make a customer account attractive

## Knowledge Base

- A strong knowledge base is essential as it put the information into the hands of customer services
- There is a need to take the experience of the service area and capture that in the knowledge base
- This expands the knowledge of customer services and their ability to triage

## Communication Strategy

- All communications need to be refreshed to draw citizens to the digital platform
- Nudge theory also needs to be applied to make the platform seem the only viable option
- This applies to all communications – letters, emails, demand notices and invoices

What happened in our experience

What worked

What would we do differently

What lessons did we learn

Future Plans

- More dashboards
- Enhanced search facilities
- Specific accounts for Members and Businesses

Future Service Areas

- Plan to have 12 service areas live by April 2020
- The platform can be scaled up to incorporate any service area of the new Council
- Integration is key, to reduce the admin function

Unitary

- The Buckinghamshire Council – vesting day is 1<sup>st</sup> April 2020
- We will then join with our colleagues from Wycombe District, Aylesbury Vale, and Bucks County Council to form an exciting new authority



## Client Feedback - Chiltern District Council May 2019

*'...the CRM / Customer Account developed for Chiltern and South Bucks is stunning. I was given a tour of it last week and I was astounded at the quality and usability of the product. Excellent work!'*

**Leading Transformation Consultants, 4oC**



*'We have been impressed with the professional way GOSS have project managed this ongoing programme, following a clear process with strong governance.'*

*'They have shown their strengths in adaptability, reacting to our requests. We have not had to compromise our vision or been presented with 'out of the box' solutions. Instead, GOSS have provided us with a canvass upon which we have been able to project our ideas and designs, tailoring a solution that fits our vision and showcases their abilities to design clear, efficient processes.'*

**Customer Experience Project Manager, Chiltern District Council**



CHILTERN  
District Council



### Have you created your customer account yet?

Creating your own My Account will provide you with a safe, quick and easy way to access your Council Services. All in a few clicks.

[Read More ...](#)

## 10,000 customer accounts created

Over 10,000 residents have signed-up for a customer account in the past four months. Why not join them, and see for yourself the benefits of being able to track your service request online. Access our services day and night at your own convenience and at your own pace, using our innovative digital platform.

[See More >](#)

