

# Draft Digital & Customer Strategy

Presentation by

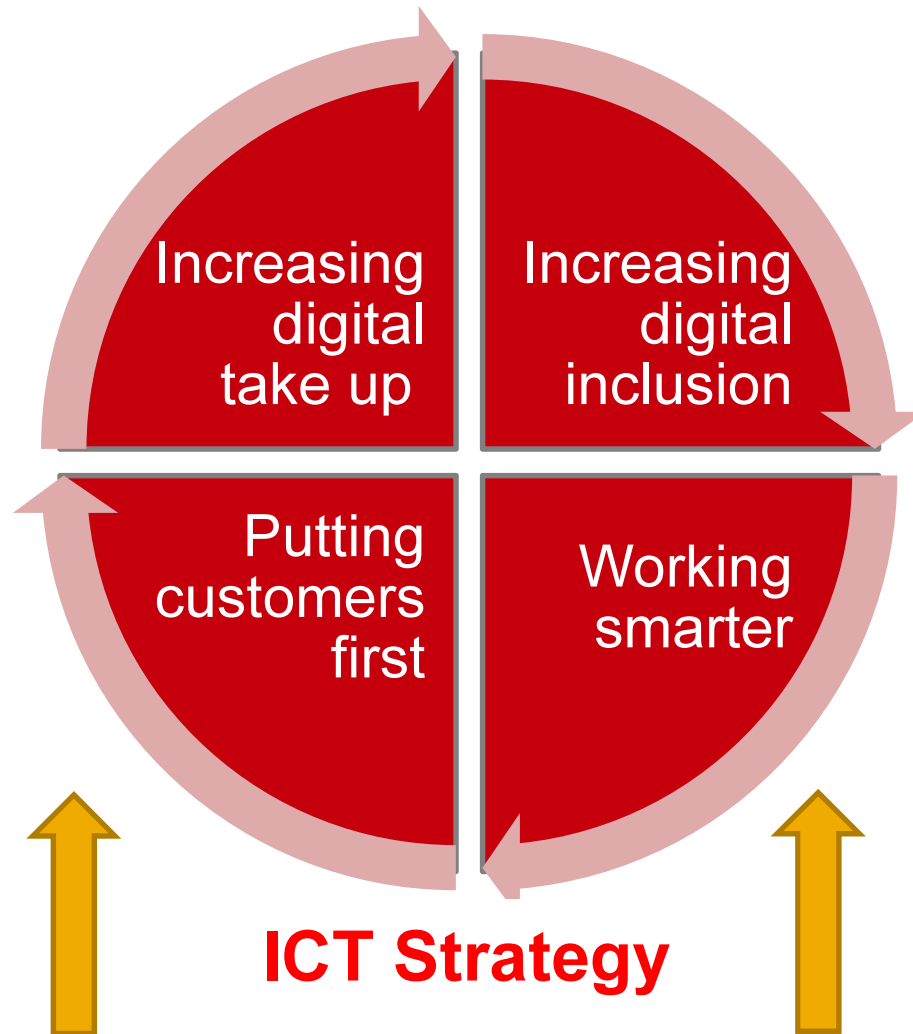
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# Overview



The digital and customer strategy is made up of four elements which are all underpinned by the Council's ICT strategy.

# Increasing digital take up

## Business Case

- Costs
- Demand
- Customer expectations

## Aims

- To make digital services so good that people prefer to carry out transactions online, rather than by phone, post or in person.
- To continue to support those who cannot do so.

**Digital by default is not about offering services online or not at all, It is about designing services for the web first. Rather than modifying services which were originally designed for the phone or face to face online services should be properly designed for the web.**

## Principles

- Digital services should be simple and intuitive enough that users succeed first time, unaided, as people will only choose to use our services digitally if they are far more straightforward and convenient.
- Online services should be ‘digital by default’ – designed specifically for the web.
- We should ask customers for information once and they should only have to report or request a service once for it to be dealt with as a service request, within our customer service standards.
- We should understand services users, their needs, motivation and barriers to using Chorley’s digital services, and engage with them in the co-design of online services as far as possible.
- We will put appropriate assisted digital support in place that’s aimed towards those who genuinely need it.

# Increasing digital inclusion

## Business Case

- Digital changes create opportunities to access services and information more easily and quickly but also the potential to create greater inequality and alienation for those left behind.

## Principles

- Everybody should have access to technology and the opportunity to become confident users of technology.
- We should understand and join up digital support provision across the borough from and identify ways to add value through collaboration.
- We will develop training, support and access provision for those who need help getting online and remaining active online.
- We will raise awareness of the benefits of being online and the work the council is doing to improve digital access and inclusion in the borough.
- We will support businesses to better exploit the digital age and to boost their profile and create new business growth.
- We will provide support to those who genuinely need it.

# Working Smarter

## Business Case

- We cannot expect our customers to interact with us digitally, if our own staff are not given the right tools, training and encouragement to be able to work in a smarter and more efficient way
- More efficient working practices will also result in improved productivity.

## Principles

- Staff should be able to work seamlessly across locations and not be tethered to a particular desk.
- Working environments should be standardised and improved, including break and welfare facilities.

- Internal printing should be minimised, and be replaced with off site printing.
- A clear desk policy will apply, filing cabinets removed and documents digitised.
- Staff should have access to the right tools and training to be able to deliver their jobs – for example IT equipment such as iPads and should be distributed based on business need, not on seniority.
- Core business applications should be used to their fullest extent and upgraded as necessary to ensure that the latest features can be taken advantage of.

# Putting customers first

## Business Case

- Customers should be at the heart of everything we do as a Council, and providing excellent customer services is a key element of that.

## Principles

- That, as far as possible, all customer enquiries should be dealt with at the first point of contact without the need for reference to the back office.
- That demand would be managed effectively by making best use of intelligence and where possible intervening early to reduce customer demand and manage peaks and troughs.

- Wasteful repetition and unnecessary process steps should be removed to enable more efficient service delivery.
- Innovative and best use of technology should be made where possible.
- Public sectors services in Chorley should be working together as one public service.
- All staff have a role to play in delivering excellent customer services.
- Increases in the take up of digital services and the integration of IT systems will support the delivery of more complex services to be completed end to end.