Resident Experience Programme Vision

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Programme Visioning and Blueprinting

- All programme members interviewed to shape programme ambition and direction.

- This has enabled the programme to establish the following:

  - Draft Design Principles

  - Draft Scope

- This 30 min session is our first opportunity as a group to see the design principles and have a brief discussion

  - Is this ambitious enough?

  - Anything missing or anything that shouldn't be there?

  - Does seem achievable in 2 years (lifecycle of programme)?

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Design Principles

Design principles sit under 8 different headings.

1. Residents at the centre of our service and process design
2. Our contact channels
3. The way we are organised
4. Our staff
5. Our leadership
6. Our processes
7. Data, intelligence and business analytics
8. CARE value alignment

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1. Residents at the centre of our service and process design

- Simple, accessible, inclusive services designed to deliver the best outcomes for our residents and designed in coproduction with residents.

- Our mantra is to support residents to get their query resolved right first time using strength based conversations with a focus on early intervention.

- Open, honest conversations with our residents from the first point of contact to set expectations, whilst keeping our promises and proactively managing cases.

- Focus on getting it right first time to prevent avoidable / duplicate contact, which is an added cost to both the resident and the Council.

- A consistent resident experience no matter how residents choose to access Council services.

- Opening hours and access to services reviewed in line with our resident's expectations and priorities.

- Culture of continuous improvement of resident facing services using a continuous customer feedback loop and up to date information to support transformation.

- Always considering access to services for those that are digitally excluded, or may not be able to use this type of channel easily.

- Resident interactions categorised into the following:

  - ✓ **Simple** – uncomplicated, easy transactions

  - ✓ **Supported –** where the resident needs guidance or help to navigate the transaction but with the aim of future self service and learning to do it for themselves.

  - ✓ **Complex –** these are interactions that are complex, have multiple elements and/ or are emotionally challenging transactions

2. Our contact channels

Channel Strategy

- Make the best use of technology to accelerate channel shift from more traditional, and costly, channels such as face to face and telephone.

- Developed with residents at the core of the design.

Digital

- Online transactions designed so they are accessible, simple, clear, quick, convenient and easy to complete on both smartphones and desktop devices such as laptops or tablets.

- Make it simple for residents to access My eAccount.   One sign on, easy registration and verification.

- Ensure all "simple" interactions can be accessed and fully completed online so that it becomes the easiest, most convenient way to contact the Council and the "channel of choice" for our residents.

- Provide access to "supported" transactions online with webchat and chatbots to support the more complex online transactions and discourage residents abandoning the digital channel for telephone or face to face.

- Web chat and chatbots to support residents to complete their transactions online.

- Promote our digital channels at every opportunity when we are contacted through other channels.

- Redesign transactions that require PDF completion and replace with interactive Forms which lift customer information from our systems (and partners systems) so that they don't have to type in information we already hold about them.

2. Our contact channels (Continued)

Digital Continued

- Online transactions will provide residents with clear information on what happens next and when.   We will keep our promises and always get back to the resident in the timescales we promised.

- Exploit technology for automation of resident facing transactions so that decisions can be made during the transaction itself and integrated with our Line of Business Applications (where appropriate and where this is affordable and good value for money).

- Create digital solutions flexible enough to rapidly respond, and evolve, to the changing needs and priorities of our residents.

Telephone

- Focused on **"Supported"** and **"Complex"** queries as well as "Simple" transactions for those digitally excluded.

- Phoning the council is free and does not cost our residents money to access services.

- Contacts are routed to right person with the right skills, first time.

- Simple, intuitive call routing (IVR), residents knowing how long they will wait in a queue and with updates as they progress through queue.

- Call back options for residents if they are unable to wait.

- Messaging to promote digital channels with option to have weblinks texted to residents who wish to self serve.

- Residents will not need to wait longer than "X" mins to speak to us. (to be defined from resident research)

- Our contact centre agents have access to all the systems, information and training to resolve the resident's query at first point of contact.

2. Our contact channels (Continued)

Face to Face

- Focused on **"Supported"** and **"Complex"** queries as well as **"Simple"** transactions for those digitally excluded.

- Delivered through a network of modern, welcoming face to face venues with staff that can help.
    - Access Islington Upper Street
    - "Fairer Together" Hubs – South, Central, North
    - Community Centres
    - Libraries
    - Children's front door services.

- Online access for those digitally excluded with staff able to provide support and guidance.

- Core set of services for each type of venue, but ability to access virtual face to face conversations with officers via "Teams booths".

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3. The way we are organised

- Developing an operating model that puts the resident outcomes into the centre of its design.

- Bringing teams together within the organisation where it makes sense, adds value for money and supports the simplification and improved standards to the resident's journey.

- Removing silos and disaggregation to provide a joined up fit for purpose operating model for residents including complaints management.

- Out of hours service redesign to ensure that the customer can access emergency support more effectively, quickly and speak to someone with the right skills that can fully resolve their query

4. Our processes

- Resident journeys built around resident feedback and best practice.

- Consistent, simplified, streamlined resident facing processes.

- Clear service levels in line with resident expectations

- Reduced handoffs, eliminate blockages, speed up resolution and reduce costs to serve.

- Costs to serve understood for each transaction and service we provide.

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5. Our staff

- Empathetic, professional, engaging, "can do" and honest tone of engagement with residents no matter what channel the resident uses.

- Provide our staff with the right tools, systems, information, training and support so that they are empowered, knowledgeable and flexible enough to deliver the best services for our residents.

- Investing in our resident facing staff, so pay and conditions and career paths are competitive, fair and support the attraction and retention of excellent resident facing staff.

- Staff are encouraged and rewarded for continuous improvement of our resident services.

- Ownership for getting the right resolution for our residents at the first point of contact, or most appropriate person skilled to do so.

6. Our leadership

- Empowering and ambitious leaders that inspire staff to deliver excellent resident services and continuously improve our service offer.

- Creating a high performance culture with our staff to avoid points of failure and proactive resident services with collective accountability for continuous improvement.

- Accountable for reducing unnecessary demand and effective resource management so that we always meet our promises to residents.

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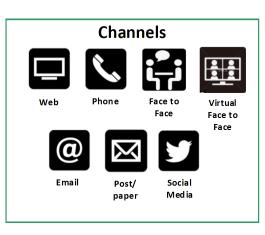## 7. Data, intelligence and business analytics

- Develop a single, accurate, integrated and up to date view of our residents through investment in our systems, data and analytics. This is to enable proactive demand management, simple and easy access to day to day performance information for those who need it and enable a culture of continuous review, and improvement, of resident services.
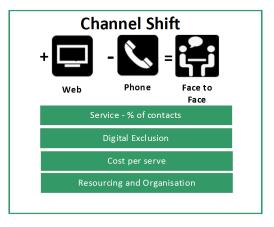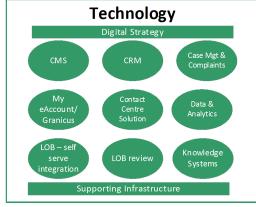
8. CARE value alignment

- Every deliverable of the programme needs to be aligned to our CARE values.

Scope

Channels

Web	Phone	Face to Face	Virtual Face to Face

Email	Post/ paper	Social Media

Channel Shift

+ Web − Phone = Face to Face

- Service - % of contacts
- Digital Exclusion
- Cost per serve
- Resourcing and Organisation

Technology

Digital Strategy

- CMS
- CRM
- Case Mgt & Complaints
- My eAccount/ Granicus
- Contact Centre Solution
- Data & Analytics
- LOB – self serve integration
- LOB review
- Knowledge Systems

Supporting Infrastructure

Services

Parking
- Buy/ renew parking permit
- Buy visitor vouchers
- Parking permits – estates
- Parking permits – permission to park
- Pay PCN
- Appeal PCN
- Blue Badge

Housing
- Non Emergency Repairs
- Emergency Repairs
- Communal Repairs
- Damp and Mould
- Finding Council Housing
- Homelessness
- Temp Accommodation
- Council Housing Tenancy
- Council Tenant Moves
- Council Homeowner Services
- Landlord – Property

Council Tax
- Pay bill
- Get money off bill
- Move
- View details
- Manage eBilling
- Enquires & support

Benefits, & Support
- Benefits and support
- Cost of Living Support
- Energy

Waste & Recycling
- Report missed collection
- Request recycling
- Report street cleaning

Civic Services
- Marriage & civil partnership
- Births
- Deaths
- Nationality and Citizenship

Adult Social Care
- Access to social care
- Assistive Technology

Planning & Control
- Planning applications & permissions
- Building control

Community Safety
- Anti social behaviour

Elections
- Voter Registration
- Identification Services

Childrens
- Schools
- SEND
- Childrens Centres
- Parenting and Family SUpport