

## Digital Customer Service Strategy - Executive Summary

The Digital Customer Service Strategy is aimed at transforming our approach to serving our customers.

The strategy sets out 10 clear goals designed to improve customer interaction, enhance service accessibility and promote organisational efficiency.

It demonstrates our commitment to listening to - and learning from - our customers and explains how we will meet their expectations on accessing our services.

The vision is to boost digital inclusion - ensuring that every customer can access and navigate our digital services effectively, irrespective of their digital skills or personal circumstances.

This includes improving digital literacy and accessibility, and offering different ways to interact with us, including traditional methods for those unable to use digital services.

We will adopt an approach centred firmly on our customers - redesigning our services based on their feedback and needs.

This will involve implementing a robust feedback system, and the introduction of a single front door model to simplify customer interactions and reduce confusion from multiple contact points.

A key part of the strategy is to prioritise digital channels and join-up disjointed channels, driving customer interactions towards more streamlined and efficient access routes.

The vision is for the majority of enquiries and transactions to be handled through digital channels, with face-to-face and phone interactions for specialist or complex enquiries.

We plan to secure and properly govern our data to mitigate any security risks. We also aim to ensure our information is accessible, accurate and easily found by customers.

We plan to update our processes for efficiency, automating routine steps and removing inefficient manual procedures.

The strategy highlights the importance of effective ICT infrastructure and the advantages of Microsoft 365 in enabling effective digital collaboration across the Council.

Progress will be gauged using customer feedback, staff input, and data analysis, with all goals and priority actions captured in a detailed action plan.

The strategy demonstrates our commitment to being a digital-first, customer-focussed organisation, using technology to deliver a high-quality, inclusive service that meets the evolving needs of our customers.

## Our 10 Goals - Action Plan:

### **Goal 1. A culture of excellent customer and digital service**

We will train members and staff with the knowledge and skills to deliver a first-class, digital-led customer service.

### **Goal 2: Digital equality**

We will implement a plan to work with partners to address digital exclusion and inequalities so that everyone can benefit from digital opportunities.

### **Goal 3: Excellent customer and digital services**

We will create a Customer Charter setting out standards customers can expect. We will monitor performance by listening to customers and ensure continuous improvement. We will create personalised digital services so customers receive pre-emptive and proactive communications.

### **Goal 4: Prioritised, joined-up channels**

We will design services so that digital becomes the channel of choice, and the majority of customer enquiries and transactions will be handled through digital channels.

### **Goal 5: One front door**

We will design a single point of contact ensuring customers get to the right place first time, and train staff to resolve enquiries at the first point of contact or send customers to the right place.

### **Goal 6: Accessible information**

We will redesign the content of our website to ensure our digital information is readable, accessible, accurate and up to date, so that all customers can serve themselves on any device.

### **Goal 7: Efficient processes**

We will ensure our processes are streamlined, paperless and automated to remove inefficient paper transaction so that it's simple and efficient for customers to complete transactions.

### **Goal 8: Fit-for-purpose ICT infrastructure and systems**

We will create a plan for ICT that enables the goals of our strategy so that staff have access to continuously improving digital technology and the skills and confidence to deliver great services.

### **Goal 9. Well-maintained and secure data**

We will ensure our systems and data are secure and protected so customers are confident information is safe and secure. We will ensure regular testing mitigates any risks to data and train staff to mitigate any risk of cyber security breaches.

### **Goal 10: Digital collaboration**

We will roll out Microsoft 365 across the Council to optimise the opportunities for staff to work together and utilise tools to achieve our digital customer service goals.

Delivery of these 10 goals will see the Council excel at efficient customer and digital service, with the vast majority of enquiries and transactions handled through digital channels, allowing customers to access everything they need to in the easiest and most convenient way.