

# Customer Insight, LAAs and CAA

## How can improved customer & citizen help tackle partnership priorities?

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Workshop – Tuesday, 9 June 2009

PERA Conference Centre, Melton Mowbray LE13 0PB

### Objectives

- explore the relevance and applications of Customer Insight in a partnership setting, tackling cross-cutting priorities in LAAs
- clarify critical gaps in customer knowledge (citizens and business)
- identify actions needed regionally, sub-regionally and locally to improve customer intelligence and its use

### Programme

9.30 *Coffee*

10.00-10.20 Workshop objectives & scene setting (*Derrick Johnstone, Local Improvement Advisor*)

10.20-11.20 Customer Insight and partnership working (groups)

- current developments
- critical knowledge needs and gaps

11.20-11.40 *break*

11.40-12.30 Applying Customer Insight for customer-focused strategy and service improvement (*Jo Herlihy, Customer Management, Nottinghamshire County Council*)

12.30-1.00 *lunch*

1.00-2.30 Customer insight tools & applications:

1: Life Events & Circles of Need: tailoring services (*Zoe Butler, Customer Services Manager*) *Amelia Soos, Life Events Co-ordinator*) *Ashfield DC*

2: Customer Journeys

2.30-3.00 Actions needed (regional, sub-regional, local)