

# Customer journeys

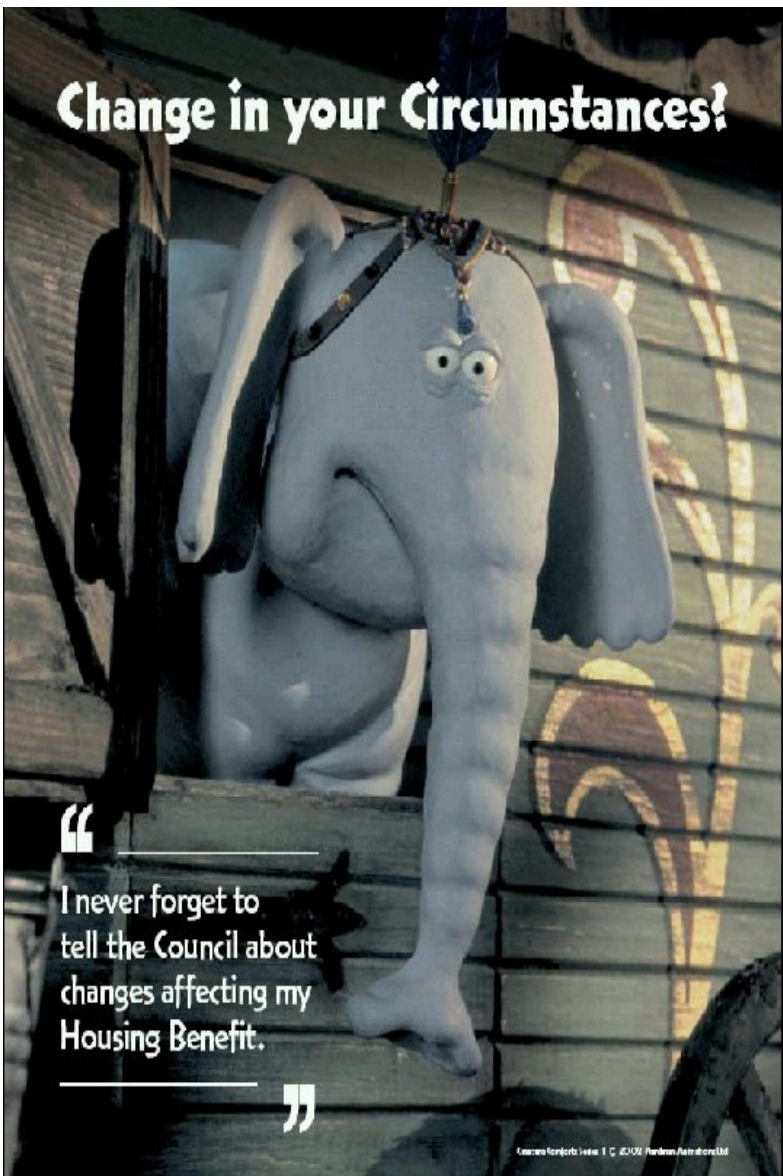
## “Seeing is disbelieving”

Bassetlaw District and  
Nottinghamshire County Council

.....And others

A R Burton – Head of Revenues and  
Customers @BDC

# Change in your Circumstances?



“  
I never forget to  
tell the Council about  
changes affecting my  
Housing Benefit.  
”

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**Never Forget to  
Tell us about it!**



“  
P-p-p pick up a monthly  
Direct Debit . . . .  
”

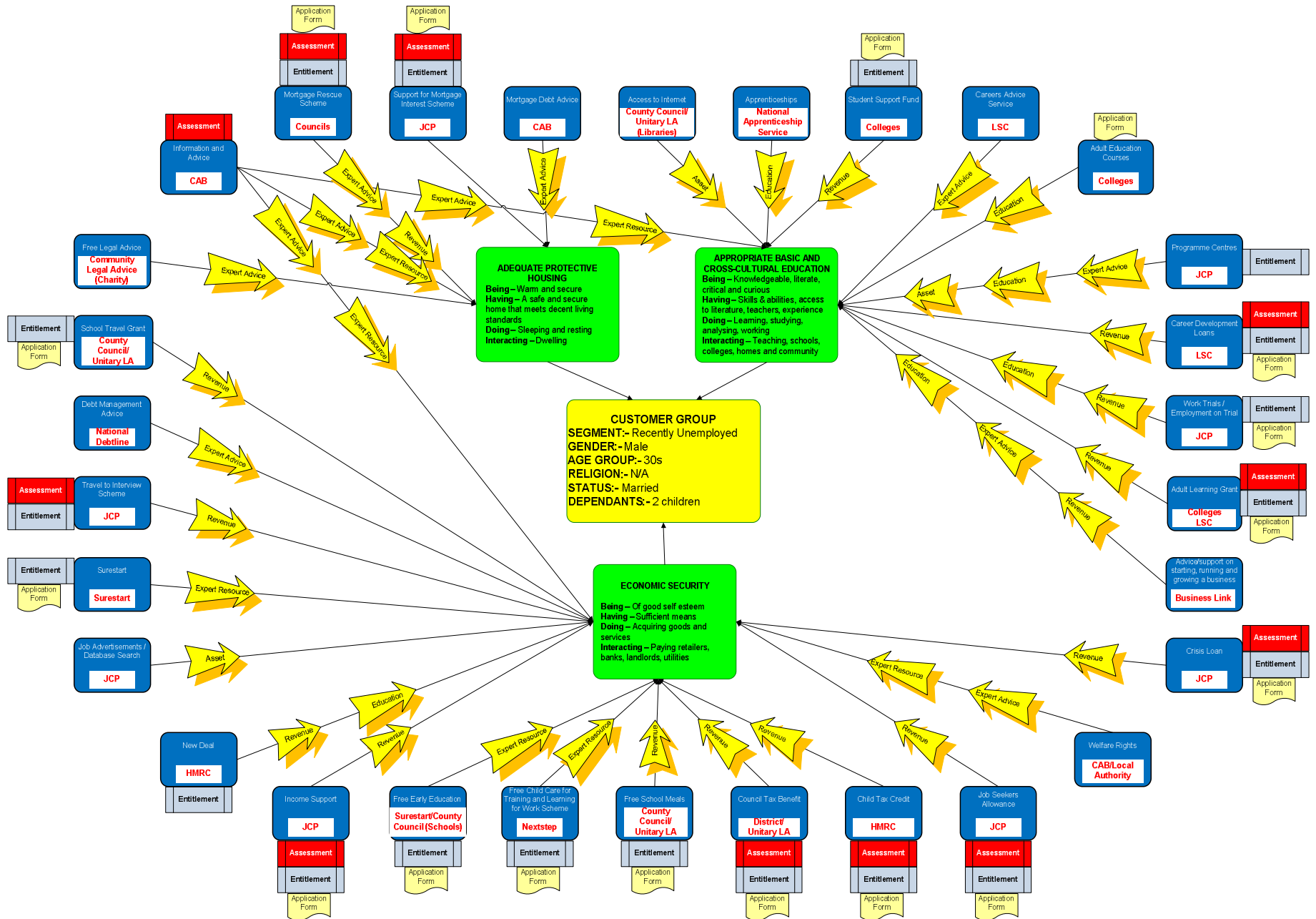
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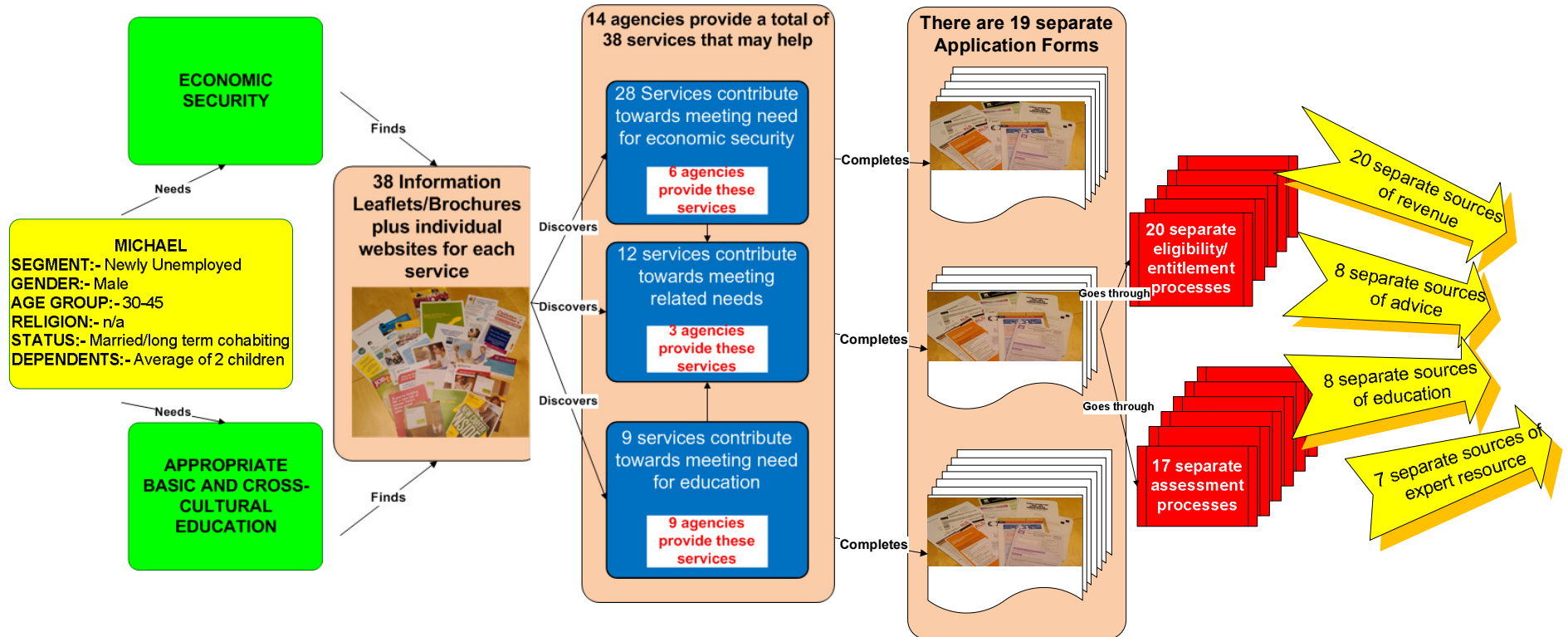
... Council Tax payment,  
now with extra  
Creature Comforts

# Practical areas in my service

- Not an expert
- 360 degree view from the customer- Circle of need for a thematic group eg unemployed
- Vanguard- systems thinking eg housing benefits
- Tell us once - eg registrars functions



# 360- What we found



# National context

*“There are 290 different agencies working with citizens who are out of work, and that in some areas of the country there can be as many as 9 different agencies administering as much as £250,000 on the same family, without reference to each other.”*

**Sir Michael Bichard**

Treasury adviser and former permanent secretary at the then Department for Education and Employment

# Customer experiences

“Can you just point me in the right direction? I’m happy to put the effort in but I don’t know where to go””

“We asked over and over again, and did a lot of research online but it was all a mess. So in the end we gave up and didn’t bother claiming anything as it was too much hassle”

“Why can’t I get all my questions answered by the one person I come to see?”

“No-one has asked me what I want”

“I really don’t feel I’ve had very much support at all”

“I have no idea where to turn to get the help I need”

# Customer improvements

- One person to help me out – signposting to all the services I'm entitled to and how to get them
- A sheet of paper explaining which services I can access, how they will help me and how I get them
- Tailored support as a result of my circumstances – I'm not the same as everyone else
- Someone to tell me what support is available before I become made redundant
- Simplify the language you use in leaflets and on websites
- Reuse information I have already told you

## Why Unemployed ? Why Bassetlaw DC and Nottinghamshire

CC?

- Work together to create integrated first point of customer contact – we have OSS , First contact
- Can link customer to NCC benefits as well as CAB but methods lead to insufficient customer impact
- Increases in the numbers of unemployed people visiting and contacting our One Stop Shops- Benefits caseload increasing
- Commitment to improving customer outcomes and experience, access, customer standards, extended hours , good facilities, Mystery shopping, CX buy in
- Strong partnership working with Gateway agencies BCAB , A1 Housing –. Organised for access
- Recognition that the way the public sector deliver services to our citizens needs to be improved

# What we are doing

- Developed an understanding of the needs of our unemployed citizens and the services currently available to them. They are disjointed , lead to poor satisfaction , inconsistent advice.  
Obtained RIEP funding
- Develop a system that explains to an unemployed customer whats out there for them in a single assessment to meet their needs. ICT rule based.
- Moving with Total Place agenda – we are helping to developing a whole area approach to public services leading to **better** accessible services at **less** cost. Reducing duplication and ensuring services actually meet customer need will enable this

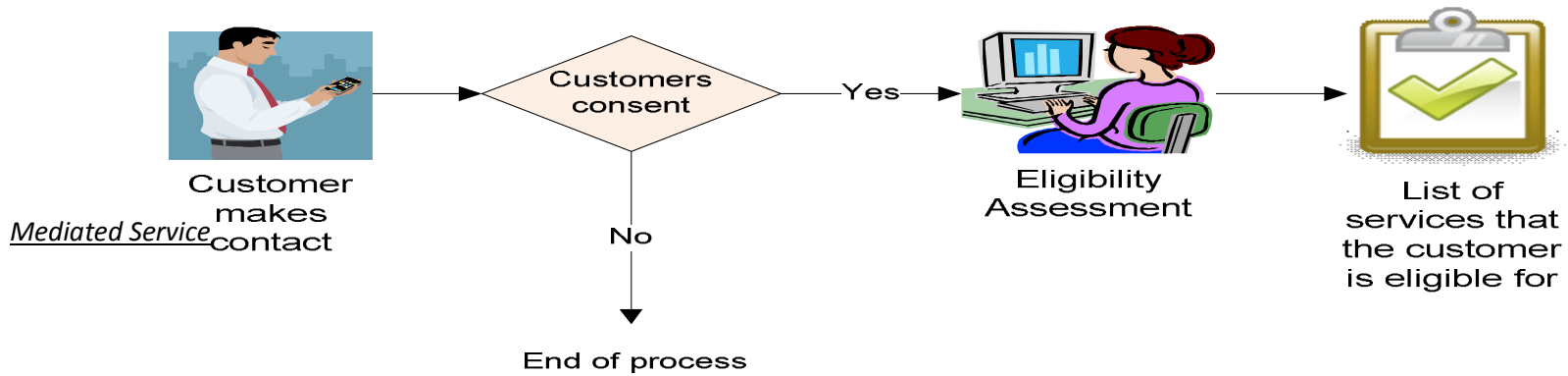
# ICT in Service silos

- BDC- Northgate e benefits
- NCC FSM.SUG, STG cross checked via data sharing to determine eligibility
- JCP Eligibility script which cannot be released, JSA/IS ,HMRC?
- CAB JSA,IS, ESA, MRS , HMRC , Legal advice
- Non system, debt, loans , child care

# What we want to do

- Develop a rule based IT system. One that highlights/determines a customer's entitlement to a service based on the answers input. Web-based, Easy to use, Secure –
- Objective is to narrow from a list of 25-40 services a list of services the customer is entitled to based on the answers to questions the customer provided.
- No such system out there, but are suppliers queuing up to build it?

# What we will deliver



# Systems Thinking

- Purpose of Housing benefits
- Demand, what is value and what is repeat
- End to end times
- Are we setting the right targets?
- Is the front office /back office split right for customer
- 48 hour claim guarantee- NIEP

# Tell us once

- Customer journey to report Birth and bereavement- from October 2010
- Customers have to notify council departments either at the City, County and/or one of the seven Districts of a change in their circumstances. The TUO birth and bereavement service this will enable people to tell local and central government of a change only once.
- CSF's include
  - A reduction in the number of times a customer must contact Government to report a birth or bereavement
  - Savings of customer time
  - Efficient and trusted government service
  - Effective working relations with partners/intermediaries/third sector organisations.

# Concluding benefits

1. A reduction in the number of costly contacts citizens will need to have with public sector in reporting and sharing information.
- 2.
3. Time savings for citizens as there will be a reduced burden on them having to contact government several times to repeat the same information.
4. Citizens will be made aware much sooner of services they did not realise they were entitled to, which is extremely important for the vulnerable.
5. A reduction in the timescales involved in the end-to-end process and a reduction in overpayments
6. A reduction in the distress caused eg by unnecessarily contacting customers following notification of a bereavement.
7. Seamless accurate and relevant information provided to a wider set of public services than at present.
8. Strengthening the partnership working in delivering front-line services.