

East Midlands Improvement and Efficiency Partnership

Using Customer Journey Mapping for Insight and Improvement

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Melton
Borough
Council










Case Study 1

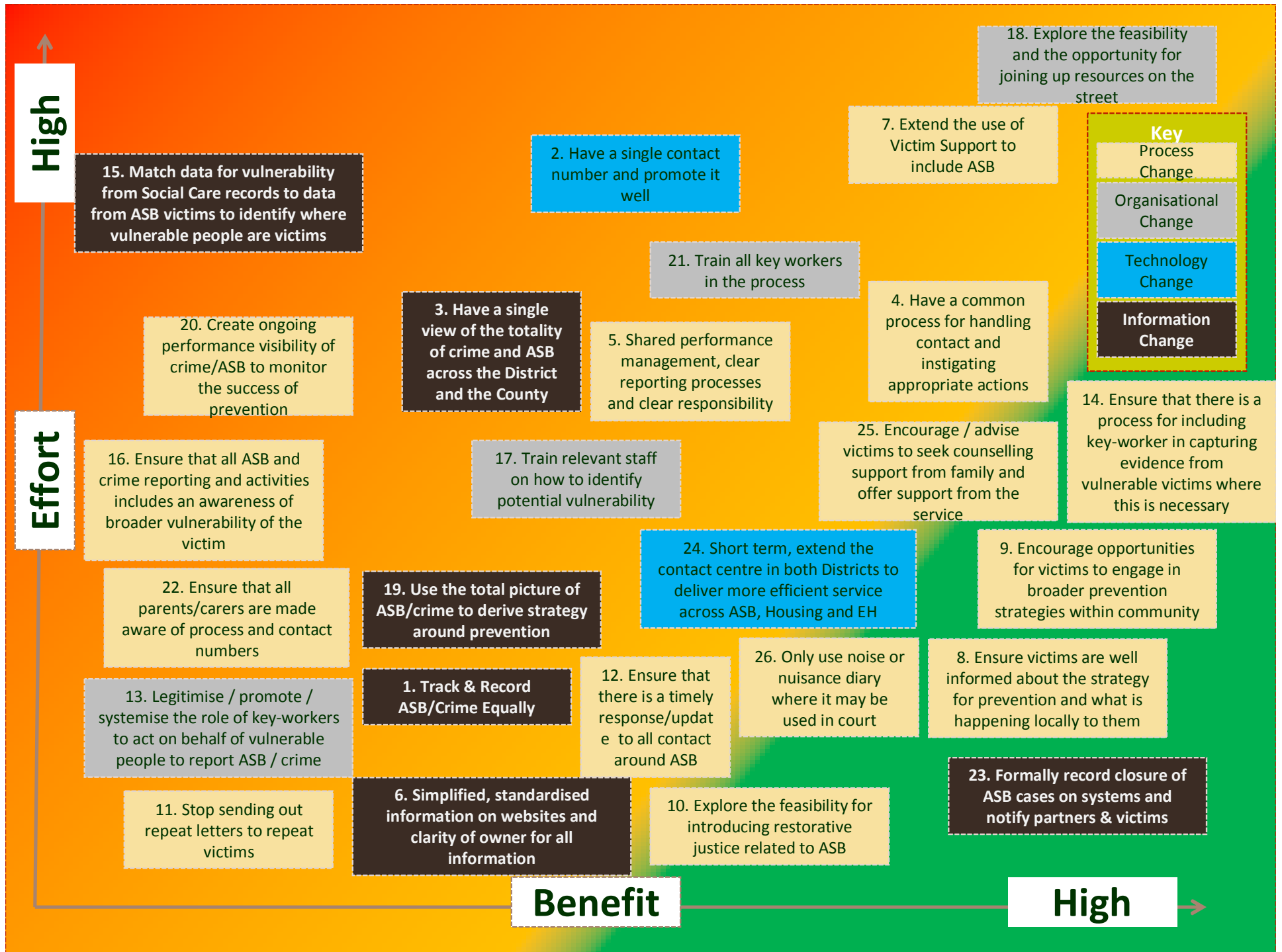
Circles of Need Project

Victims of Anti Social Behaviour

“My Life Is Far From Quiet...”



Objectives, Scope and journey type	Track the process experienced by a victim of repeated anti-social behaviour				Customer Segment	ASB Victims	
Key Journey Steps	Incident occurs	Reports Incident	Awaits response by authorities	Investigation takes	No information passed to victim	Being told I'm unreasonable	Perpetrator carries on
<p style="text-align: center;">Great +100</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Customer Satisfaction Rating</p> <p style="text-align: center;">-100 Poor</p>	<p>Not again</p> <p>I've had enough</p>  <p>Traumatised circumstances</p>	<p>I feel guilty</p> <p>I can't cope</p>  <p>Fear of giving details out</p>	<p>Given option of police knocking on perps door</p> <p>I'm scared of retribution</p> <p>They think I am being trivial</p>  <p>Evidence may not be to hand</p>	<p>Make a statement</p> <p>Do they actually use these diary sheets?</p> <p>How hard is it to keep me informed?</p> <p>Receive Diary Sheets</p> 	<p>I'm worried beyond belief</p> <p>Anxiety at delay/potential outcome</p> 	<p>Why didn't they act last time?</p> <p>They are totally disinterested!!</p> 	<p>I feel like I am wasting my time</p> <p>Now I am marked out for more of the same...</p> <p>Why do I even expect a good outcome?</p> 
	<p>Prevention is better than cure</p>	<p>Contact: Single point across all channels Enable trust Match to previous incidents</p>	<p>Process: Multi-agency incident matching Master case file Single Case Officer for the victim</p>	<p>Comms: Keep the victim informed at all stages Advise on available support Show empathy</p>	<p>Comms: Keep the victim informed of the outcome Home visits</p>	<p>Process: Training to improve interpersonal skills of staff/officers handling ASB victims Action, not disinterest</p>	<p>Process: Restorative justice Seamless approach by public sector More investment in prevention</p>
Levers for solution hunting							

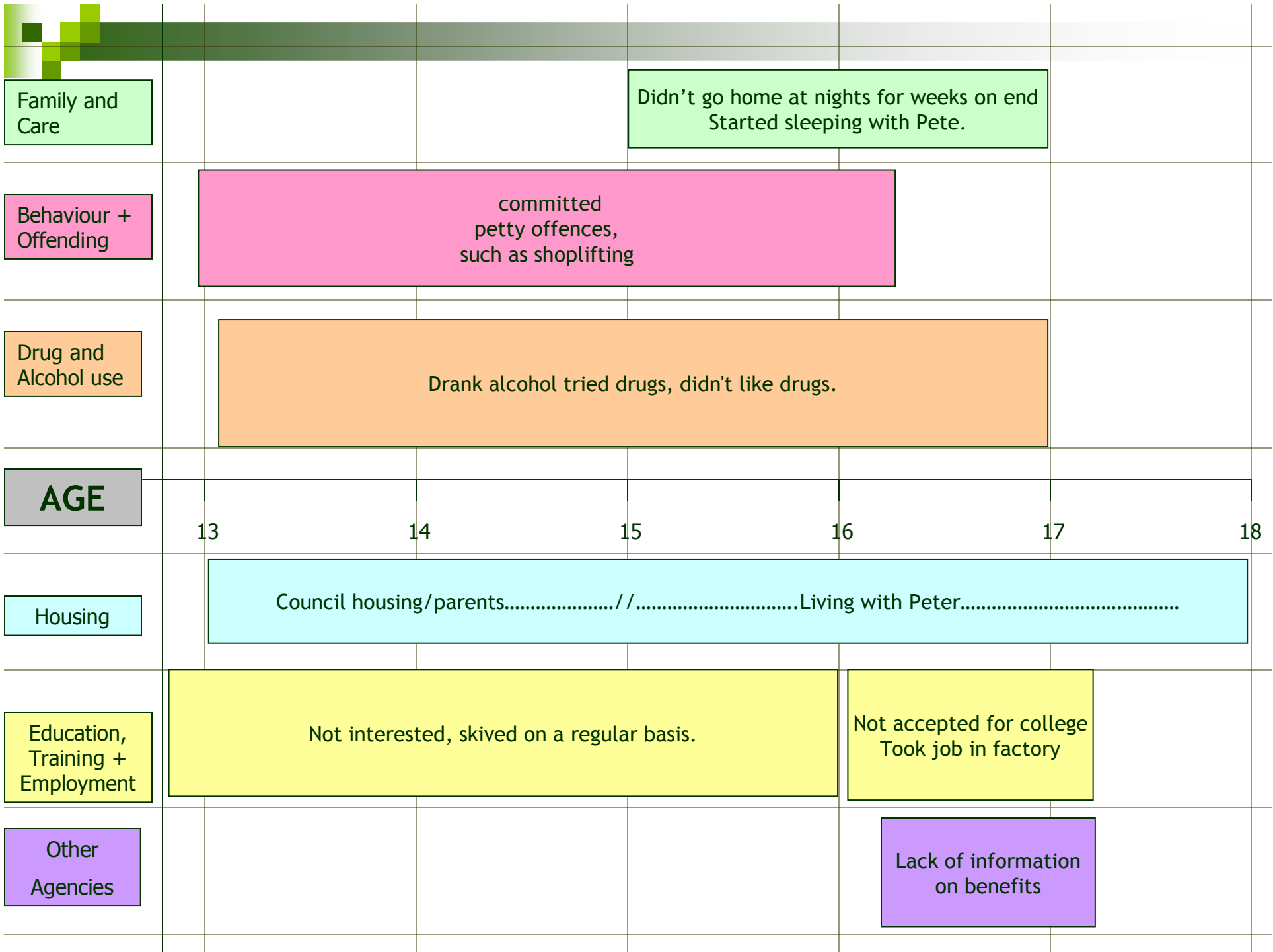


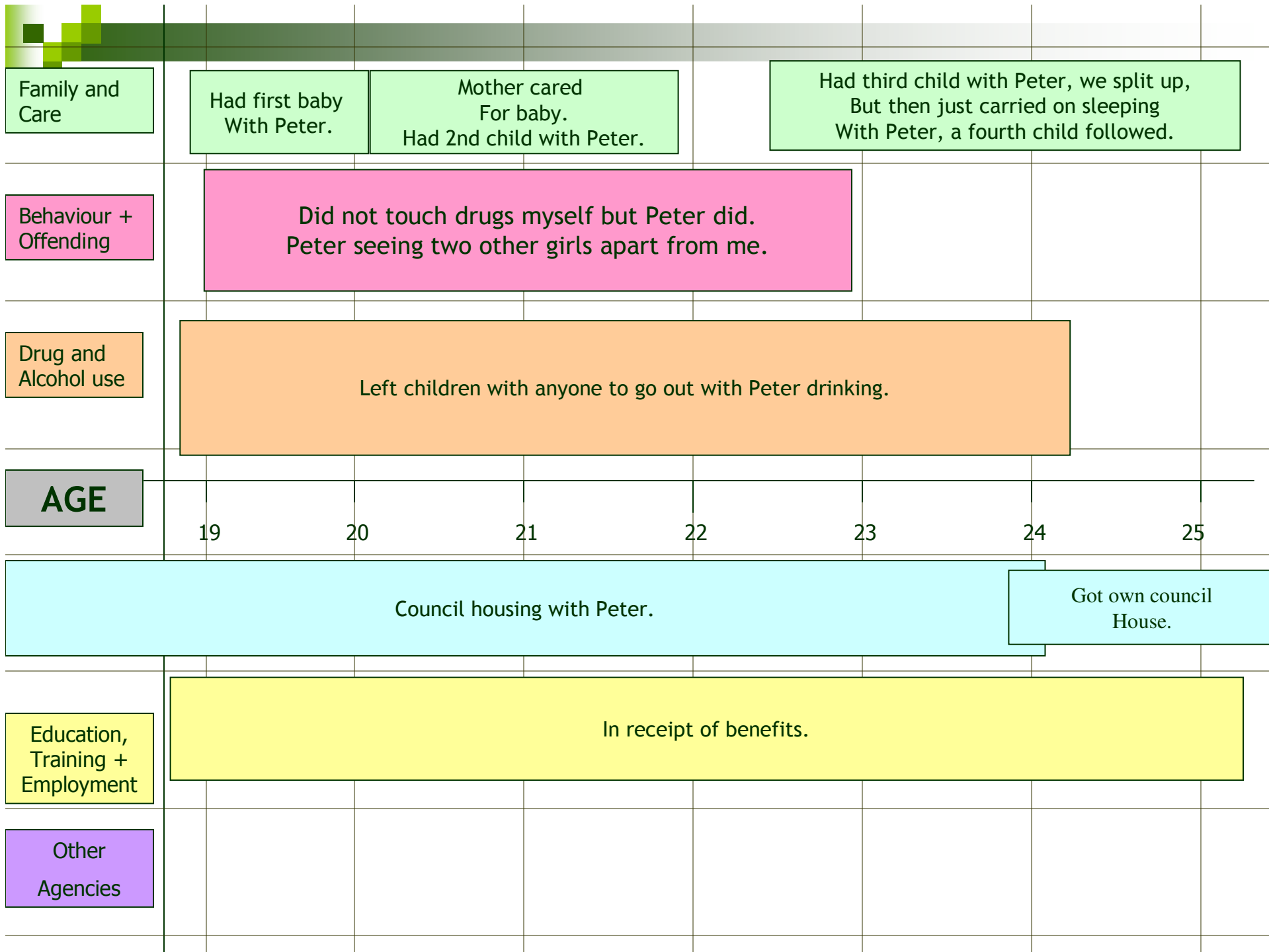


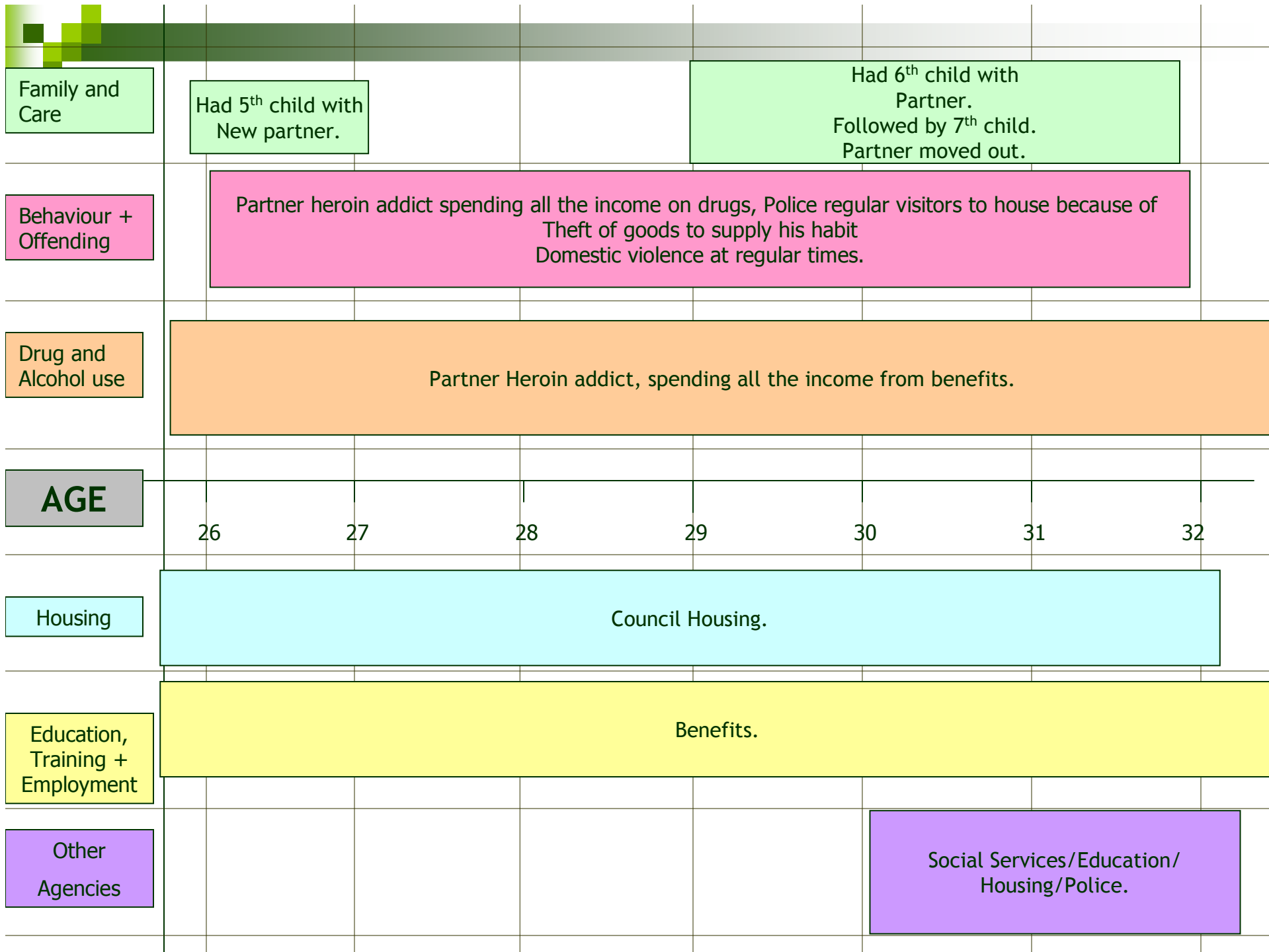
Case Study 2

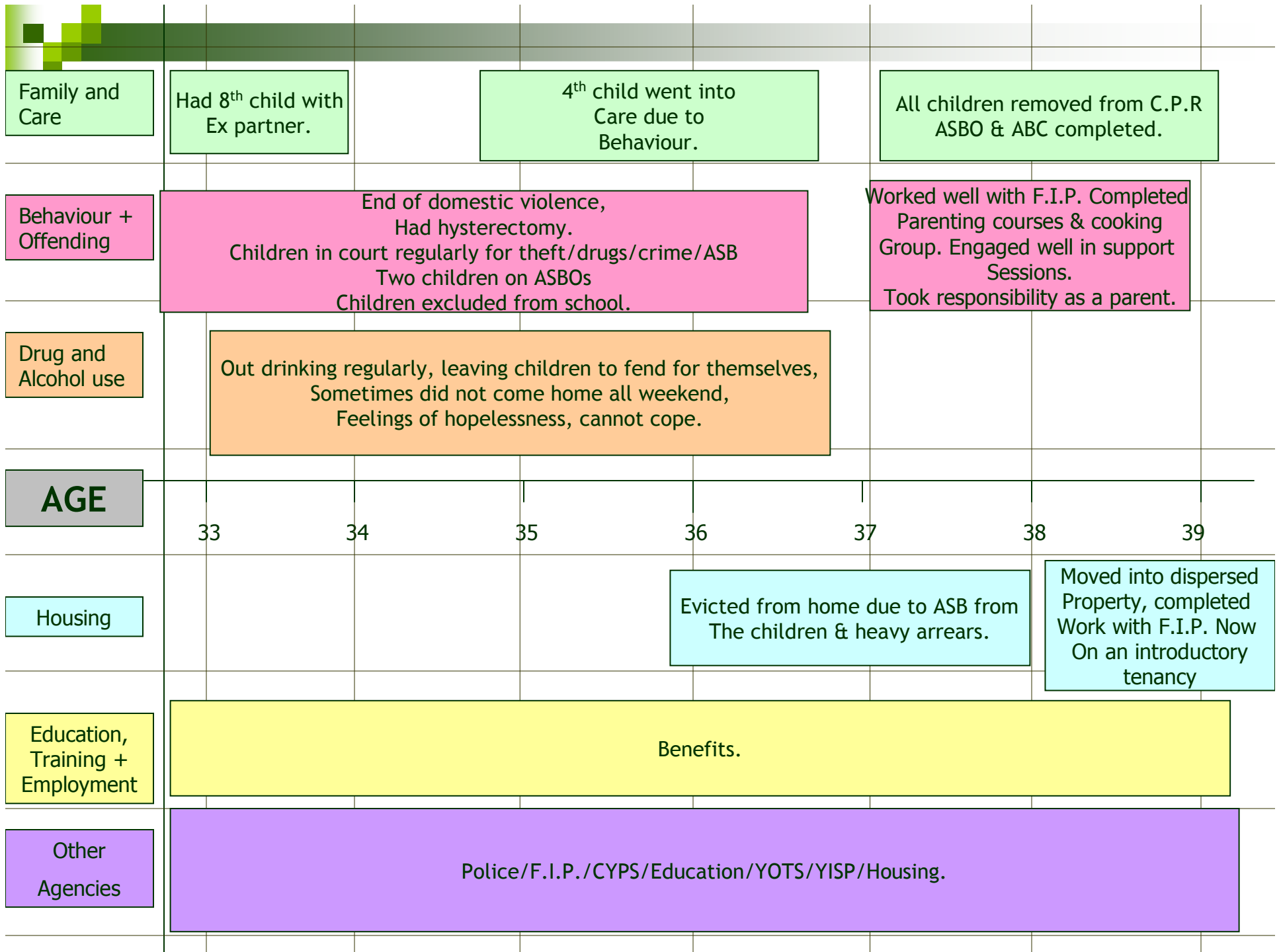
Perpetrators of Anti Social Behaviour

	0-4	5	6	7	8	9	10	11	12
Family	Mother & Father Working.	Mother gets Depression.	Mother cannot cope, depression, Sent to live with Aunt.		Mother & Father together but unhappy.				
Behaviour	Good		Good	Periods of Crying for Mother.	Buying Cigarettes			Good & quite happy.	
Personal Issues		Worried About Mum.	Often left on her own	Experimenting with cigarettes					
AGE	0-4	5	6	7	8	9	10	11	12
Housing	Private	Moved to Melton	Council Housing						
Education	Attended Nursery School	Did not like Nursery.	Schooling, not very interested.						











Lessons learned and areas for improvement

- ✓ This case study used Customer Journey Mapping as an insight method to highlight important areas where early intervention could be most effective.
- ✓ This example was also used to highlight ways in which services may be shaped around particular trigger points associated with ASB activity in line with the need for customer support.
- ✓ In accordance, this approach to understanding the customers experience similarly contributed to identifying potential gaps in the service.
- ✓ The cross agency focus used within this Customer Journey Mapping example also helped to identify useful areas where the use of joined up services and collaborative working may be most beneficial and most successfully received. This may be particularly true in regards to criminal activity.



Case Study 3

Recipients of
Disabled Aids and Adaptations

Key Journey Steps	Disabled adaptation recommendation received					
Baton changes	Recommendations from the social services pass to Melton Borough Council.					
Touch points	OT visits and recommends adaptations Mrs X had regular contact with her OT who repeatedly told her that the request for disabled adaptations to her property is currently being processed.					
Date	Nov 2008	Dec 2008	Jan 2009	Feb 2009	March 2009	April 2009
Feelings and actions	Mrs X feels as though she isn't being kept very well informed about what is going on regarding the start of the adaptations work.					
Moments of truth	Mrs X reflects that she is grateful the request is being processed at all and consequently waits patiently for the work to start.			Mrs X reflected that her accident highlighted the need for the process to be moved along as she was unable to use her bath or shower.		

Key journey steps					Disabled adaptation recommendation raised	Work Started
						Work Completed
Baton changes					Disabled adaptation recommendations passed from Melton Borough Council to the building Contractors.	Building contractors confirm completion to Melton Borough Council
Touch points						The builder kept Mrs X well informed regarding the completion of the work.
Date	May 2009	June 2009	July 2009	Aug 2009	Mrs X is contacted by the Council to confirm a start date for the work.	Sept 2009
Feelings and actions	Mrs X continues to wait patiently for the adaptations to be made to her property, despite her increasing need.					Oct 2009
Moments Of truth						Mrs X is generally very happy with the quality and efficiency of the work.

<p>Key Journey Steps</p>	<p>Completion of the adaptations Recorded by Melon Borough Council and passed on to Social Services.</p>					
<p>Baton changes</p>						
<p>Touch points</p>						
<p>Date</p>	<p>Nov 2009</p>	<p>Dec 2009</p>				
<p>Feelings and actions</p>	<p>Mrs X is very happy and also relieved now the changes have been made and feels the adaptations to her Bathroom will make her life much easier thanks to the improved access she has to her shower.</p>					
<p>Moments Of truth</p>	<p>Mrs X reflects that she is extremely pleased with the service she has received and the changes which have been made</p>					



Lessons learned and areas for improvement

- ✓ This customer journey mapping exercise identified some clear loopholes in service provision, most particularly regarding lack of communication the recipient received from Melton Borough Council which was identified through customers feeling 'uninformed'.
- ✓ The example also demonstrates the ability of customer journey mapping, as an insight tool, to highlight areas of simple service efficiency improvement. In this case through developing a follow up strategy to work completed as an insurance of quality workmanship.
- ✓ Customer Journey Mapping can also be extremely beneficial in flagging those areas of service provision which are recognised as good practise by the customer and consequently makes a valuable contribution towards ensuring the maintenance of such efficiencies.



Thank You

Any Questions?

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