



Customer Experience

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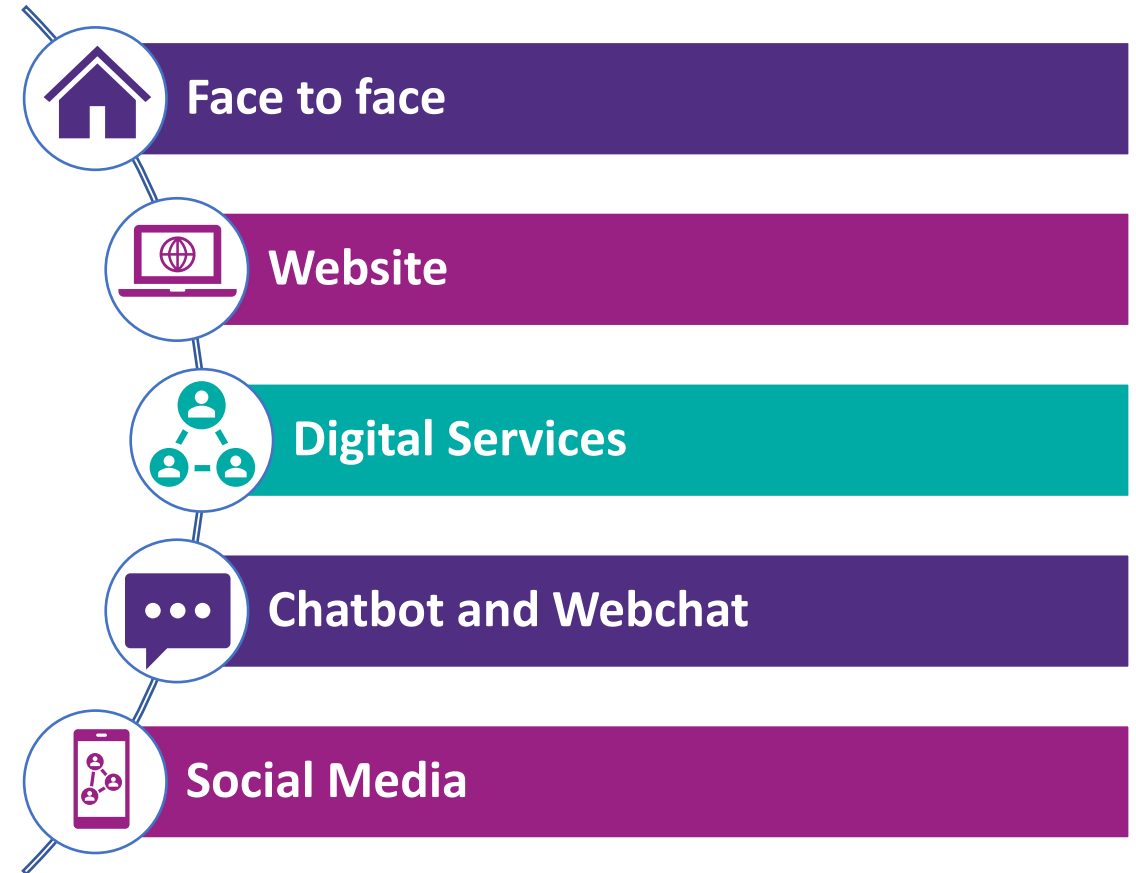
Customer Experience refers not just to the services the council provides but also how customers are treated when they are trying to access those services

Digital customer service is not just about technology, it's about having practices and processes which are simple and work

Today's customers expect customer service that is high quality, available 24/7 and in the channel most convenient to them

Customer service demands have evolved with a move away from phone to other digital self-service methods, with an expectation of personalisation, self-service and interconnected channels

Customer touch points



Our customers

 **50.88%**
are female

 **49.12%**
are male

16 million
visitors each
year (2017-
2019)



10,110 Students
(University of Worcester
Higher
Education,
2020/21)



17.9% of
residents have a
long-term health
condition or
disability (2011)



 **242,600**
households
(2019)

 **29,210**
businesses
(2021)



269,000
jobs
(2020)



92.4% of
residents
classed
themselves
as White British (2011)

At **23%** the 65 and over
population is larger than
average.
This is forecast
to grow to
28% of the
population by
2043



3.4% of households have
members for whom English is
not the main language.
1.7% of households having
no members with
English as their
main language



598,100 residents (2020)
63,685 residents are
unpaid carers with
13,718 providing at least
50 hours
care a week
(2011)



79.1% employment rate
higher than regional and
national
average.
Below
average wages



Viewpoint Survey October 2021

Survey to monitor local priorities, satisfaction with council services

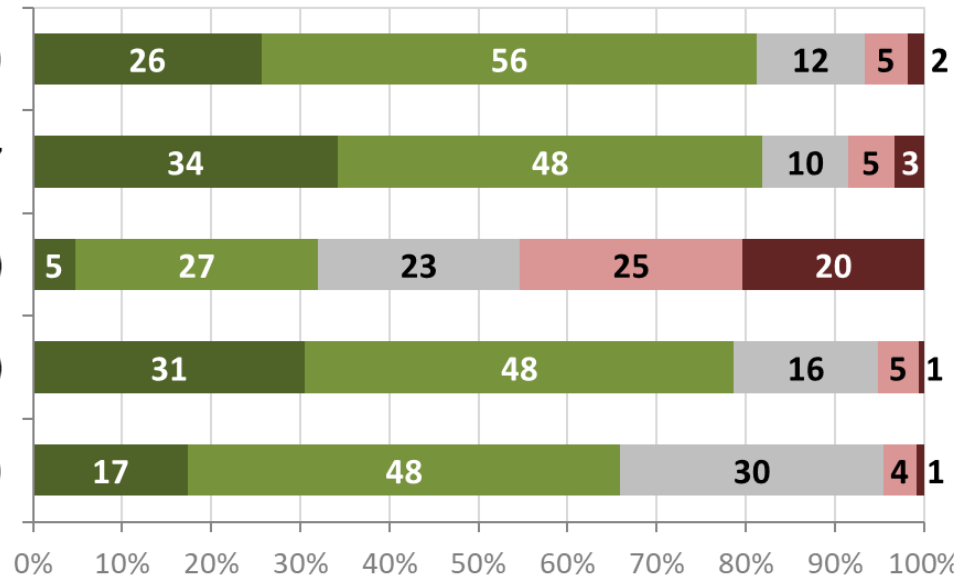
The top things most need improving are: road issues, public transport NHS services

54% of residents are satisfied with the way the County Council runs things.

81% of residents are satisfied with their local area as a place to live.

40% of residents agree that the County Council provides value for money

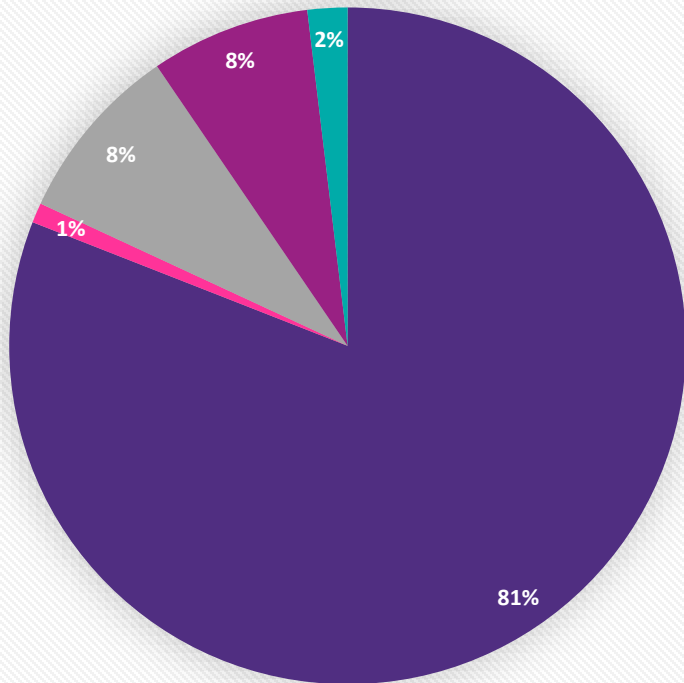
Parks and open spaces (users, n = 1,799)
 Local tips & H/H waste recycling centres (users, n = 1,735)
 Local bus services (users, n = 634)
 Libraries (users, n = 958)
 Museums/galleries (users, n = 704)



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Fairly dissatisfied
 ■ Very dissatisfied

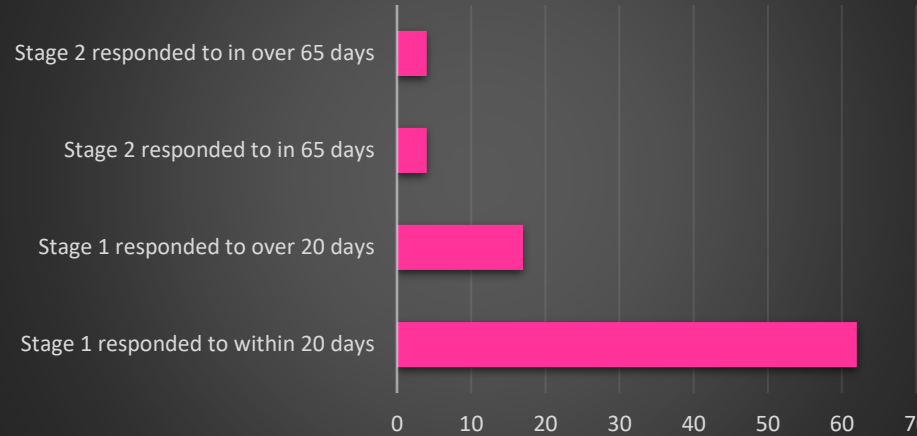
Corporate Complaints Q2

Complaints by Service Area

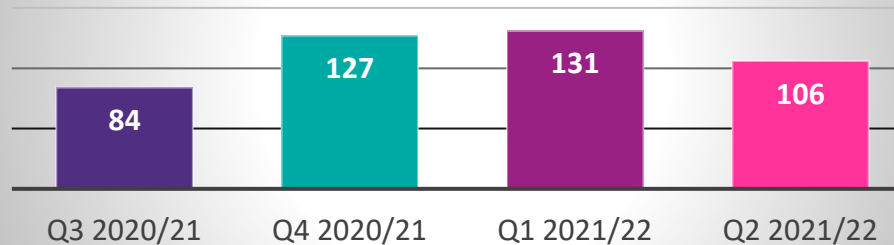


■ Environment and infrastructure ■ Commercial and Change
■ People (not Social Care) ■ WCF (not Social Care)
■ Chief Executive

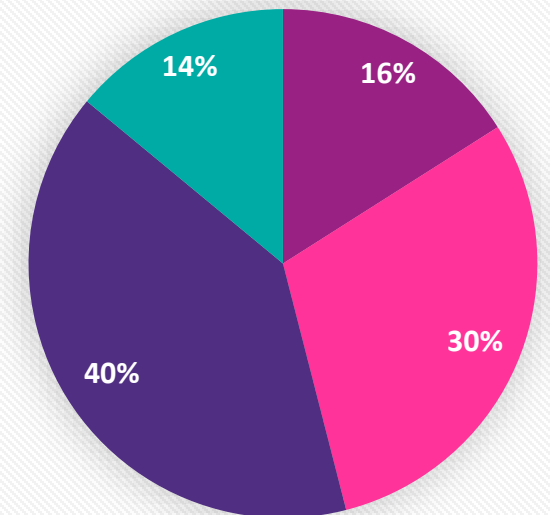
Responses



Complaints received



Outcomes determined



■ Upheld
■ Partly Upheld
■ Not upheld
■ Withdrawn, No finding or discontinued

Customer Experience Programme

As a result of this programme customers will have simple access across a choice of channels to services. There will be a more consistent and improved way of how the Council meets customer needs. Our values and outcomes are as follows



We will empower and enable people to make their own choices and find their own solutions



We will connect people with their communities



We will build and support resilient communities



We will be easily accessible, transparent and inclusive offering a joined-up experience across all channels for all residents



Phase 1: Adult Social care

The transformation of customer contact for Adults Social Care, is progressing well through the design phase, ahead of the new ways of working being launched in May

The delivery of this will improve the customers' experience and reduce demand and flow into Adults Social Care by introducing:

Self-service solutions for e.g. financial assessments

Re-skilling front door Here2Help advisors so they are able to effectively have strengths-based conversations with customers – reducing handoffs for customers, reducing demand into Adults Social Care and increasing capacity within social work teams

Full web re-design – through the customers' lens – ensuring advice and information is relevant, easy to find and accessible 24/7

Co-design and engagement

Workforce engagement: Hearing the views of the workforce through workshops, drop in sessions and involvement in the design and testing of new approaches

Resident focus group: A Worcestershire Resident Focus Group has been established, to share their ideas and views of the future Here2Help Service and Customer Experience Programme

Partners and organisations: The council's partners have been invited to get involved in the changes and how this will affect them

**Any
questions?**

