

CUSTOMER INSIGHTS UPDATE

Improvement and Innovation Advisory Committee - 4 October 2022

Report of: Jim Carrington-West - Chief Officer Customer and Resources)

Status: For Information

Also considered by: N/A

Key Decision: No

Portfolio Holder: Cllr. Peter Fleming

Contact Officer: Amy Wilton Ext. 7280

Recommendation to Improvement and Innovation Advisory Committee:

That this report be noted.

Reason for recommendation: This report is for information only.

Introduction and Background

- 1 Following an internal restructure by the Head of Information and Customer Solutions, a new team has been established - Customer Insights. This team reports to the Head of Information and Customer Solutions.
- 2 The team utilises a number of skills such as digital development, customer data analysis and customer engagement and user testing.
- 3 The team will be integral to Sevenoaks District Council achieving its Digital Strategy, with a focus on enabling quick and easy access to services that are convenient to customers.
- 4 The Council continues to see a sustained increase in customer contact across all services.
- 5 Customers want to interact with services in the way that best suits them and they have ever-increasing expectations.
- 6 We want to serve our customers more effectively, more efficiently and through better use of data, IT and other technology in order to create more capacity to enable us to meet current and future challenges.
- 7 The Customer Insights team will work on projects with the aim to:
 - Reduce the levels of avoidable contact from customers.

- Increase the capability of officers to resolve a greater proportion of all customer contact at the first point of contact.
- Increase the number of customers using self-service options, through improved digital technology.
- Sustain or improve levels of customer satisfaction.

8 The Head of Information and Customer Solutions will give a presentation to explain the work completed so far and provide an update of future plans in more detail.

Key Implications

Financial

There are no financial implications to this report.

Legal Implications and Risk Assessment Statement.

There are no legal or risk implications related to this report.

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Net Zero Implications

The decisions recommended through this paper have a remote or low relevance to the council's ambition to be Net Zero by 2030. There is no perceived impact regarding either an increase or decrease in carbon emissions in the district, or supporting the resilience of the natural environment

Conclusions

This report is for information only and Members are requested to note the report.

Appendices

None

Background Papers

None

Jim Carrington-West

Chief Officer Customer and Resources