CHANNEL MIGRATION

Performance & Scrutiny

THE MODEL

Website
MyHarrow Account
IVR

Telephone
Email
Web Chat
Digital Support

Face to Face
Assisted Digital

>95%

<5%

<1%

Report   Book   Apply

Pay   Tell   Signpost

Education
Payments
Parking

CAP-CAR
Allotments
Environment

Authentication   Specialism

Assessment

Adults   Housing

Convolution

Planning

Registration Services

Triage

Electoral Services

No system
integration

Switchboard
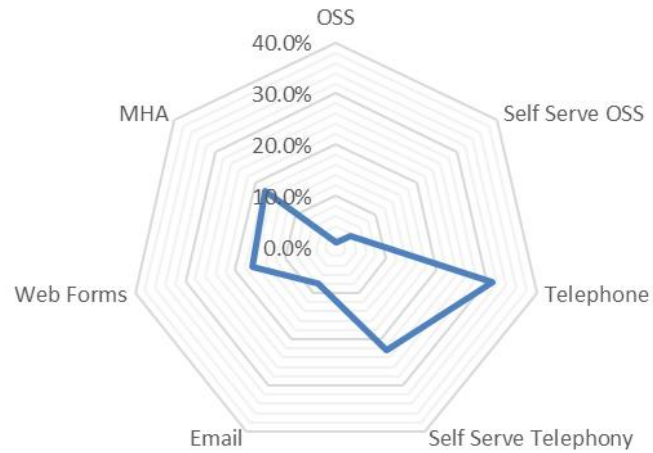
Complexity   Council Tax

Benefits
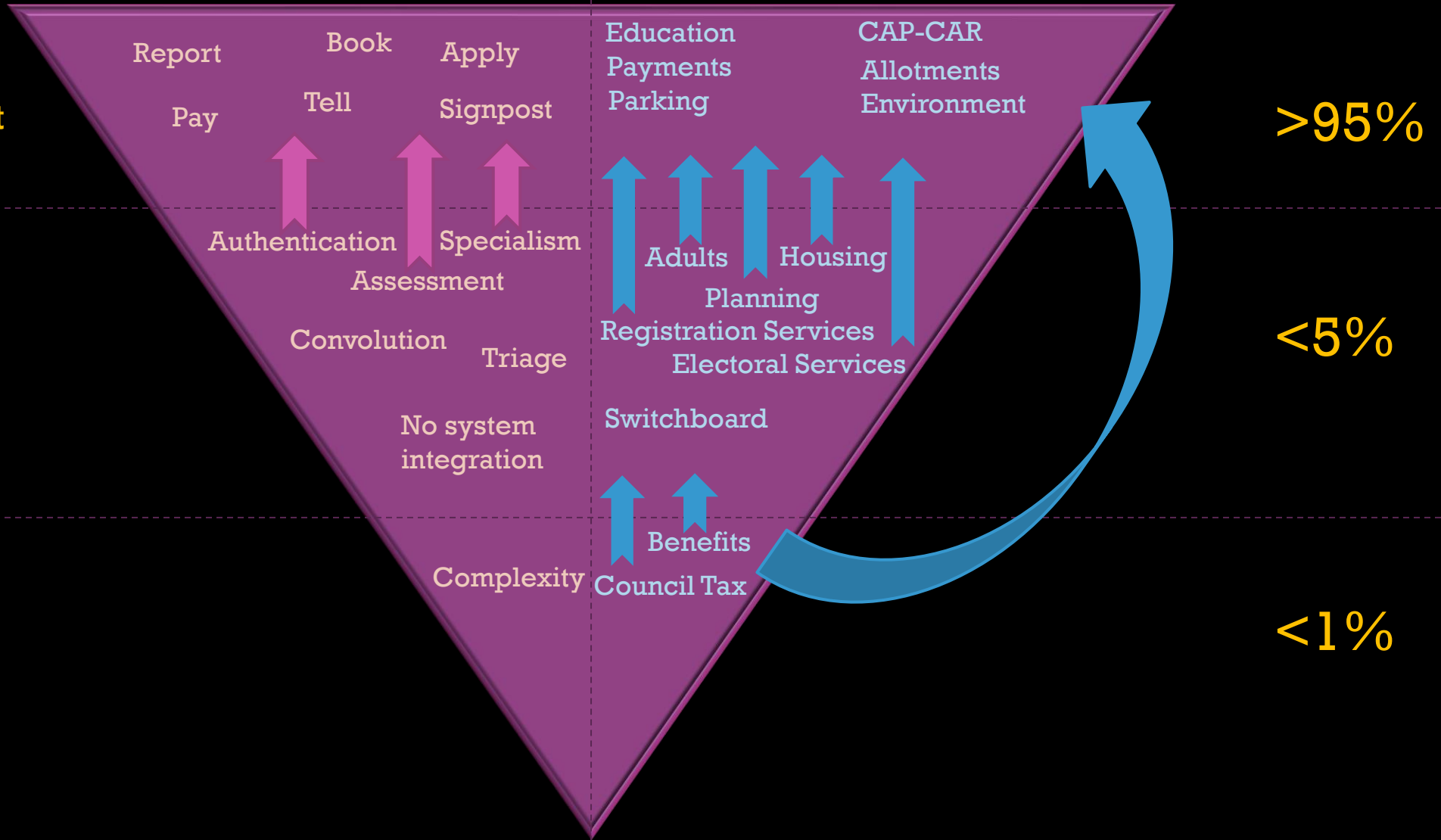
be courageous – do it together – make it happen

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THE DATA

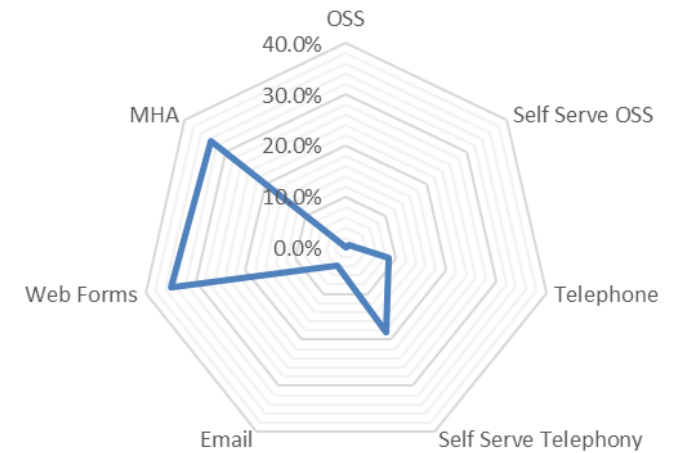Contact by Channel (excluding web visits) 2015/16

Extra 255,000 web forms per annum

Extra 315,000 MHA log-ins per annum

Fewer 280,000 calls per annum

Fewer 85,000 emails per annum

Contact by Channel (excluding web visits) 2020/21

60.2% transactions via self service (excluding web visits)

85.6% transactions via self service (including web visits)

87.6% transactions via self service (excluding web visits)

95.7% transactions via self service (including web visits)

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THE DATA

SERVICE	% self service 2015/16	% self service 2020/21
Council Tax & Business Rates	49%	95%
Benefits	53%	90%
Housing	7%	53%
Education	40%	99%
Public Realm	30%	97%

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INCREASING DIGITAL TAKE UP

- Digital First approach

  - Modernisation agenda

  - Digitising demand

  - Utilising replacement lob systems

  - Improve on what we have

- Enforced Shift

- Assisted Self Serve & Web Chat

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MAKING IT EASIER

- Silktide Index
  - Content (spelling, grammar, reading age)
  - Accessibility (WCAG 2.1 standards)
  - User Experience (speed, availability, mobile optimisation, functionality)
  - Compliance (consent, cookies, security)
- Digital Ethics review
  - Transparency
  - Data collection

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MAKING IT EASIER

- Resident Involvement
    - User Groups
    - Anonymised monitoring software

- Resident feedback
    - Website
    - Web form
    - MyHarrow account
    - Monthly improvement huddle

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MAKING IT EASIER

- Process Improvement

- Demand Management

- Retaining Flexibility

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MAKING IT EASIER

- Personalisation

DIGITAL FUTURE

- MyHarrow account enhancements
  - Electoral Services
  - Business Portal
  - Bookings
  - Progress checking
  - Alerts
- Online Service enhancements
  - Registration Services
  - Commercial Services
  - Revenues & Benefits

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DIGITAL FUTURE

- Website personalisation and MyHarrow account integration

- System integration

  - Planning

  - Building Control

  - Public Protection

  - Streets & Grounds

  - Housing

  - Parking

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CLOSING THE DIGITAL DIVIDE

- Deprivation

- Confidence & Skills

- Age

- Language Barrier

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CLOSING THE DIGITAL DIVIDE

- A face to face or telephone service where appropriate

- Digital Assistants

- Adult Learning courses

- Roll out of 5G infrastructure

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A NEW MODEL?

- Impact of Covid-19 on the Contact Centre

  - Financial support & food provision

  - Welfare support

- MTFS 2020/21 to 2021/2022

  - Closure of Revenues & Benefits

  - £350,000 per annum saving

- Initial discussions to retain and repurpose the staff

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A NEW MODEL?

- Face-2-Face
  - Closure of Civic Centre
  - Library network
    - Supported self-service including scanning
    - Case management for complex cases
    - Video conferencing to the Contact Centre
    - Digital roadshows

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A NEW MODEL?

- Telephony
    - Inbound
        - Adult Social Care
        - Revenues & Benefits
        - Housing
        - Registration Services
    - Outbound
        - Welfare checks
        - Debt prevention
        - Digital assistance
        - Demand management

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QUESTION TIME

- Thoughts

- Questions

- Ideas

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