
Digital Services Update

Corporate and Scrutiny Management Policy and Scrutiny Committee

12th June 2017



Where are we on the Digital Journey

- A website fully scalable to customer devices
- A residual legacy 'Do it online' offer mainly Revenues
- A new Beta My Account live since December 16
- Three key systems capable of providing digital solutions to customers:
 - Oracle CRM
 - Mosaic Adults
 - Mosaic Children's
- Development of a single view of the customer (MDM)



Key Ongoing Projects

The key ongoing projects required to interact with one another to create a digital customer journey include:

- CRM
- Mosaic Children's/Adults
- Total Mobile
- Parking
- i-Trent
- Housing
- MDM



Phase 1 CRM Scope

- Decommission legacy CRM (Lagan);
- Commission Oracle
- Launch MY Account
- Implement Web Chat
- Implement Knowledge Base
- Implement Media Suite
- Initial seeding and launch of MDM (Single view of the Customer)

Phase 1 Progress

- My Account launched (Beta)
- 18 processes moved from Legacy CRM
- 16 High volume Revenues and Benefits processes launched
- 7 further street level services due by end of Summer 17
- All 9 street level services fully integrated to Total Mobile by the end of Summer 17



Progress Continued

- Fully automated Council Tax registration for students due end of June 17
- Bulk Landlord change of address forms due end June 17
- Digital Discretionary Housing Payments due August 17
- Registrar's digital booking system due before December 17

Other areas of progress – ICT Strategy

- New CYC ICT Strategy with strong digital themes is nearing completion
- Developed with user centred principles
- Interviewed Members, CMT & Service Leads to develop strategic vision
- Tested this against staff sentiment
- And also against our public customers within WO and the community

Performance & Channel Shift

- The number of calls to CYC Customer Services fell by 14,000 in 2016/17 – Digital launched July 17 so not the full year affect
- The footfall into the Customer Centre Fell by nearly 30,000 in 2016/17
- The average wait time on the phone has fallen from 1.37m in 14/15 to 0.38m in 2016/17
- Service level of 80% (Industry Standard) met in final two quarters of 2016/17
- Customer satisfaction now above 92%
- Over 1,000 registrations for My Account since December 16

Phase 2

What should be included?

- Residual Lagan processes must be completed.
- Digitalisation of internal transactional processes e.g. FLARE processes & other back office transactional processes?
- Further development of My Account to include further integration with other systems e.g. Single, few or multiple customer portals?



Phase 2 Continued

- Working on solutions with other partners in the city?
- Better use of Customer Journey Mapping in high volume areas to drive out solutions?
- Further centralisation of Customer Services?



Summary

- There has been substantial progress over 1,000 to 1,500 customer transactions happen digitally every week.
- The council is a reference site for Govtech due to our success in the Revenues & Benefits area.
- Over £200K of Gross Savings delivered from Customer and Exchequer Services in 2016/17.
- Good feedback on our digital offering and improved Customer Performance & satisfaction.

