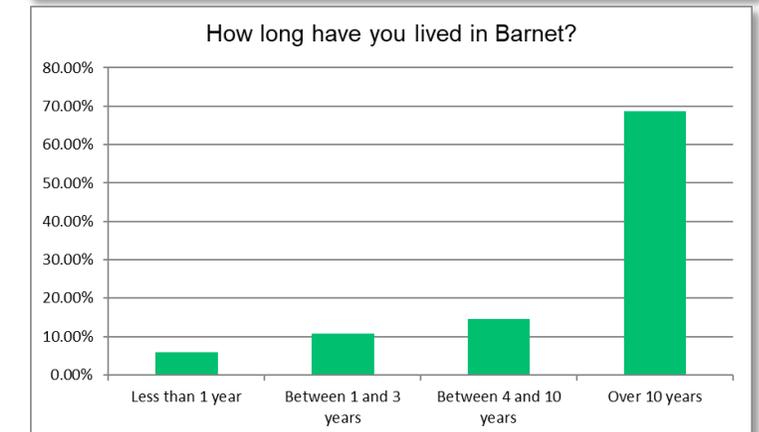
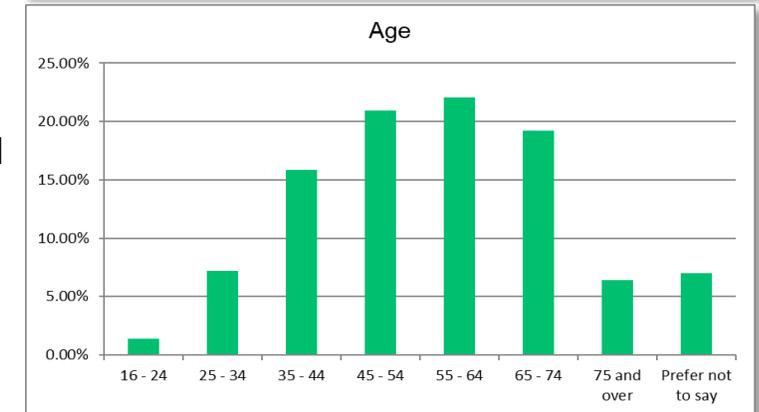
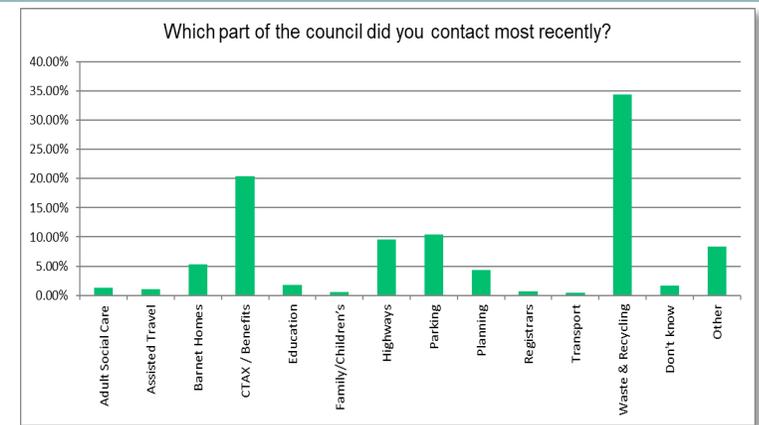


# Appendix a

## Customer survey – Key Insights

- **Contacted over 50,000 customers. 2,000 responses (2/3 My Account users) in March and April 2019**
- **68% of respondents had contacted the Council in the previous 6 months. Of these, 16% had contact in the week preceding the questionnaire. 1,786 said they had contacted us within the last 12 months. Good cross section of ages and areas of borough.**
- **29% of respondents contacted us to ask us to do something / request a service and 22% to report something. Disappointingly, 1 in 10 contacted us to ‘chase something up’.**
- **The main areas of contact among respondents are Street Scene, Revenues & Benefits, Parking and Highways. This accounted for more than 7 in 10 contacts.**
- **Customers told us that they went online in the first instance but phone was the preferred channel for chasing progress updates because a request had not been fulfilled or they had not been updated on the outcome.**
- **Customers responding to the survey prioritised the following outcomes:**
  - ***“I can deal with my enquiry completely online”***
  - ***“I am confident any problems or queries can be dealt with easily”***
  - ***“My enquiry is dealt with accurately first time so I do not need to follow up”***
  - ***“If I need to speak to someone I am able to”***
- **Over 50% of respondents disagree that their last contact with the Council met these desired outcomes.**
- **Interestingly customers prioritise first time resolution over how long it takes for their enquiry to be resolved.**
- **This is in line with data from other sources and channels.**

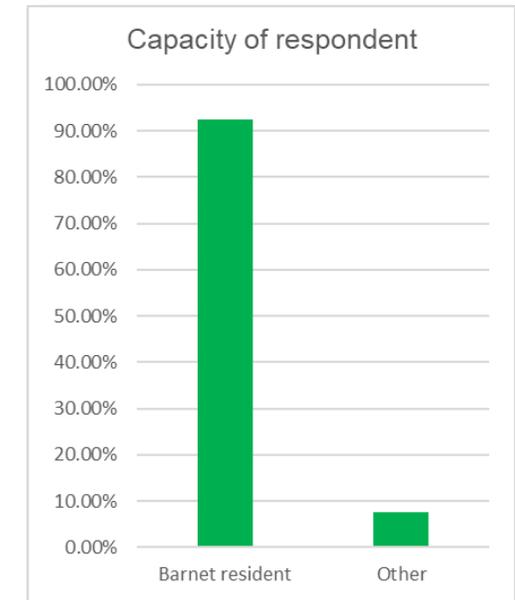
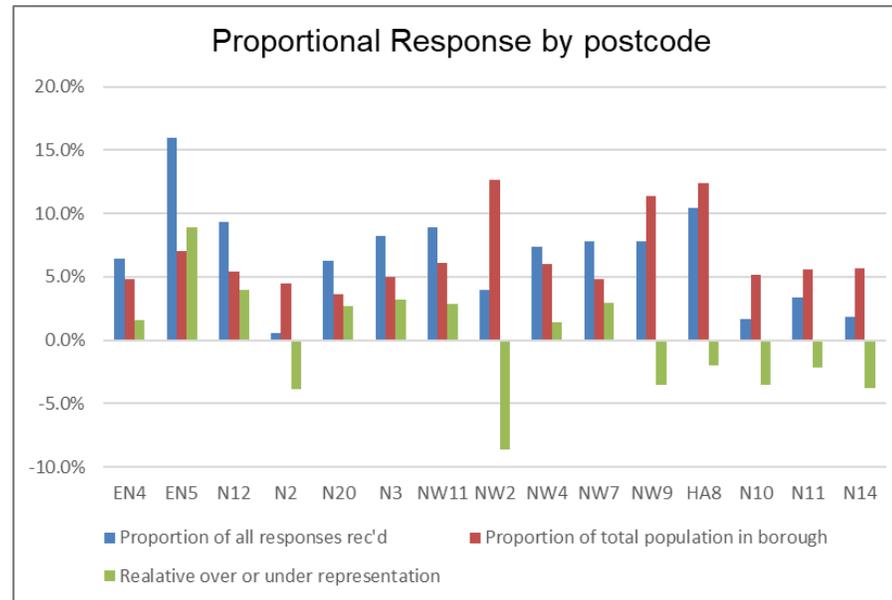
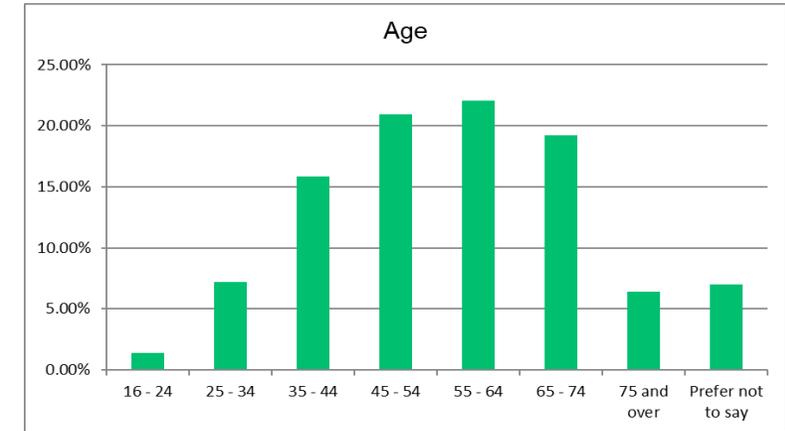
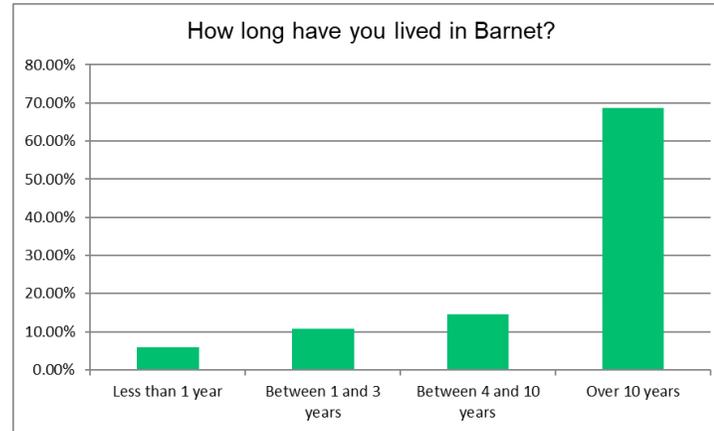


# Who responded?

We received a sufficient volume of responses to allow us to present valid insights.

- 2,099 full or partial responses were received.
- 92% of respondents were Barnet residents.
- The gender split was almost equal (47% F, 46% M, 7% not stated).
- 53% described their ethnic origin as 'White/British' (vs. circa 40% in the borough).
- 78% of respondents were aged between 35 and 74.
- The majority have lived in Barnet over 10 years (69%).
- It is estimated that around least two thirds of respondents are My Account customers\*.
- 71% were 'Owner Occupiers' with 16% renting from a private landlord. 5% were Barnet Homes customers.
- We received 159 responses from people who considered themselves disabled (9%).
- Geographically, results were skewed with some postcode areas being better represented than others.

\* Responses were anonymous, this estimation is based on responses returned following e-shot to My Account active base



# General views on customer experience

## What do customers value? All respondents

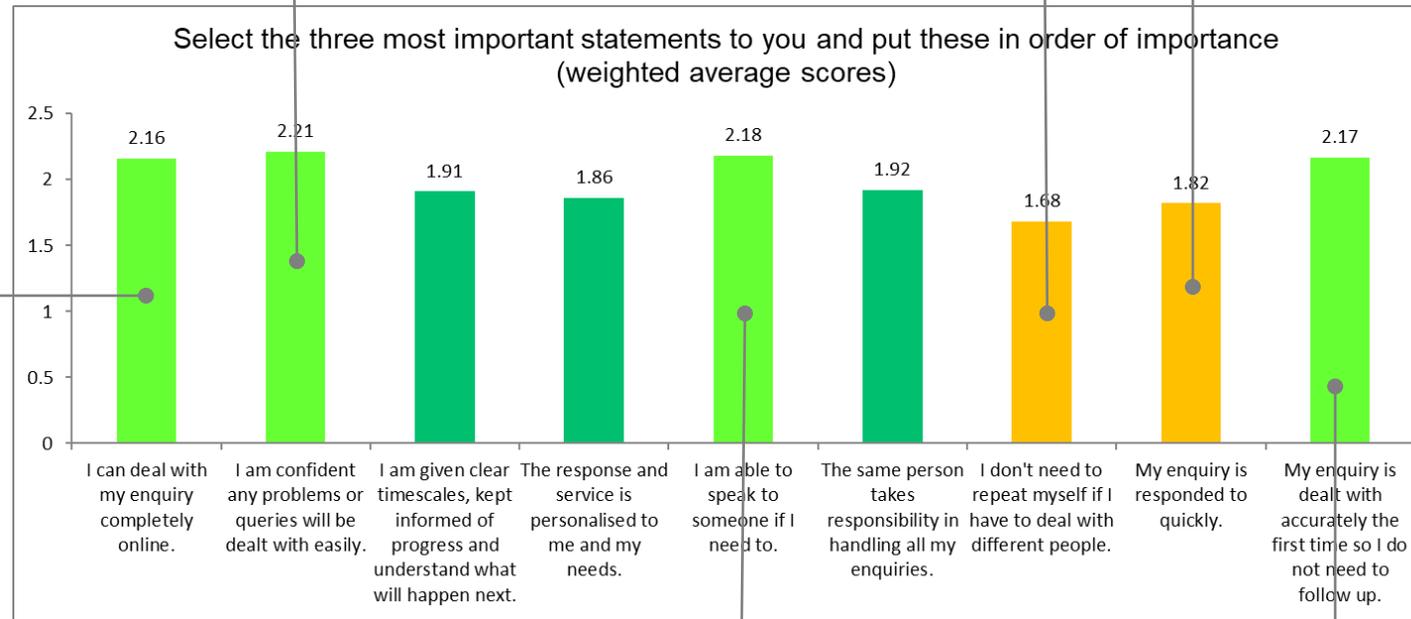
Customers want confidence that issues will be easy to deal with.

Customers want to transact completely online

Customers want the 'safety net' of being able to speak to someone

Customers are prepared to wait longer to get through and repeat themselves if they know they are going to get their issue resolved right first time.

Customers want to have confidence that issues would be dealt with a right first time



# General views on customer experience

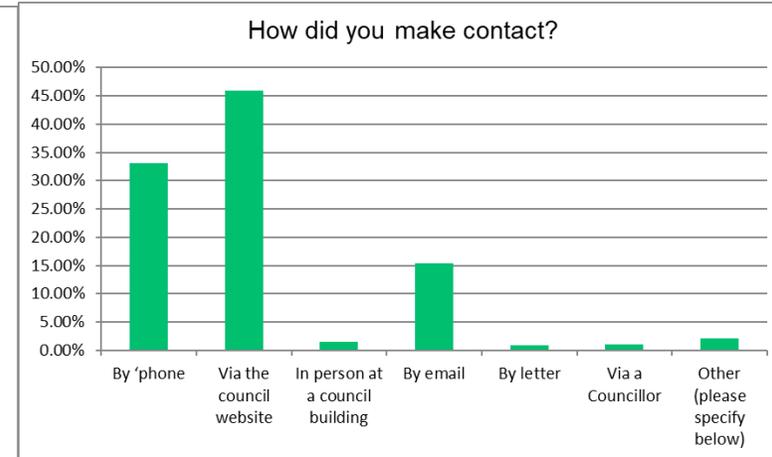
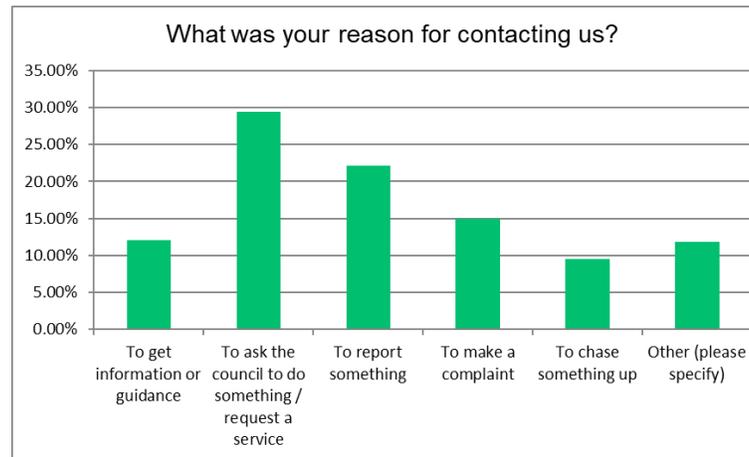
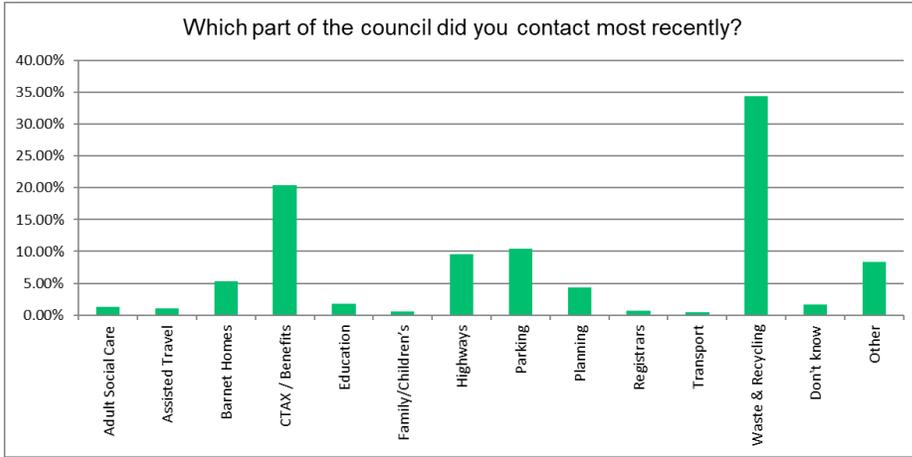
## What organisations do customers consider deliver a good CX?

- As expected, when asked to name an organisation that they felt provided good customer experience, residents listed Amazon, John Lewis, Marks & Spencer and First Direct. Encouragingly, Barnet Council (and services provided by LBB) was cited 30 times.



# Customers who transacted with us

## Who did they contact, how and why?



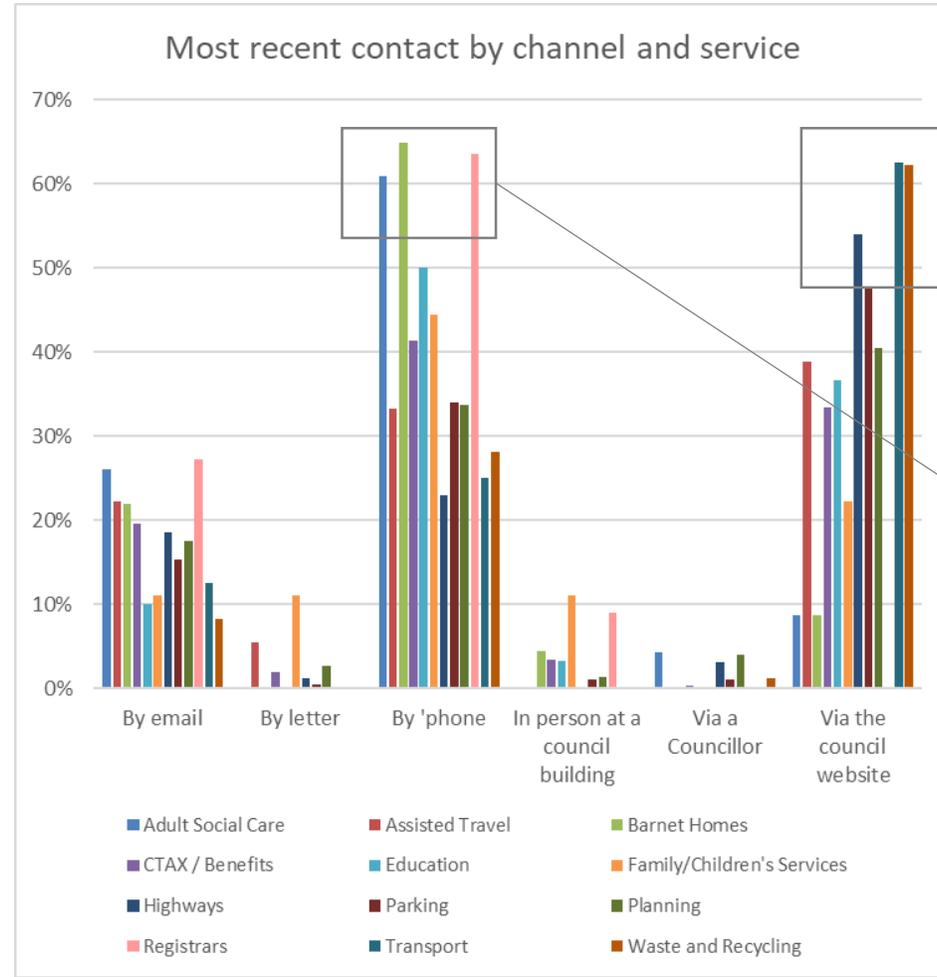
- 68% of respondents had contact with LBB in the previous 6 months. Of these, 16% had contact in the week preceding the questionnaire. 1,786 said they had contacted LBB within the last 12 months.
- 29% of respondents contacted us to ask us to do something / request a service and 22% to report something. Disappointingly, 1 in 10 contacted us to 'chase something up'.
- Street Scene and Revenues & Benefits generated the most contacts.
- We also asked about how respondents first made contact. In line with general trends, most people went online in the first instance.

# Most recent contact



Online is most often the first port-of-call for customers.

For simple transactions web is preferred, where there is an emotional element, a case is being chased and/or re-assurance is sought, customers tend to use the phone.

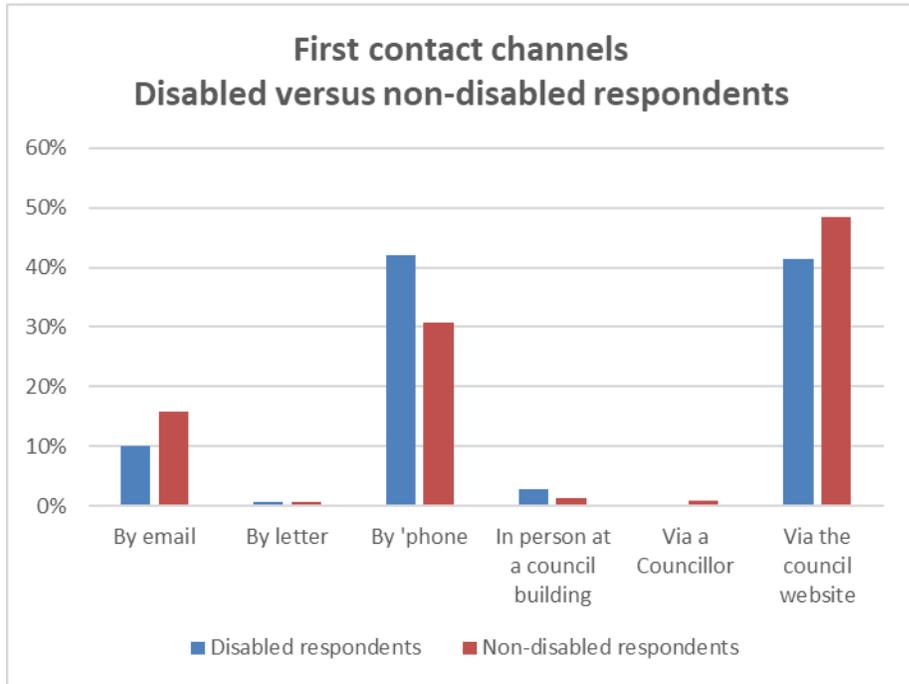


The website is the preferred contact channel for Highways, Transport and Waste & Recycling.

Customers tend to use the phone to make contact with ASC, Barnet Homes, Registrars, Education CTAX and Family Services.

# Contact channels

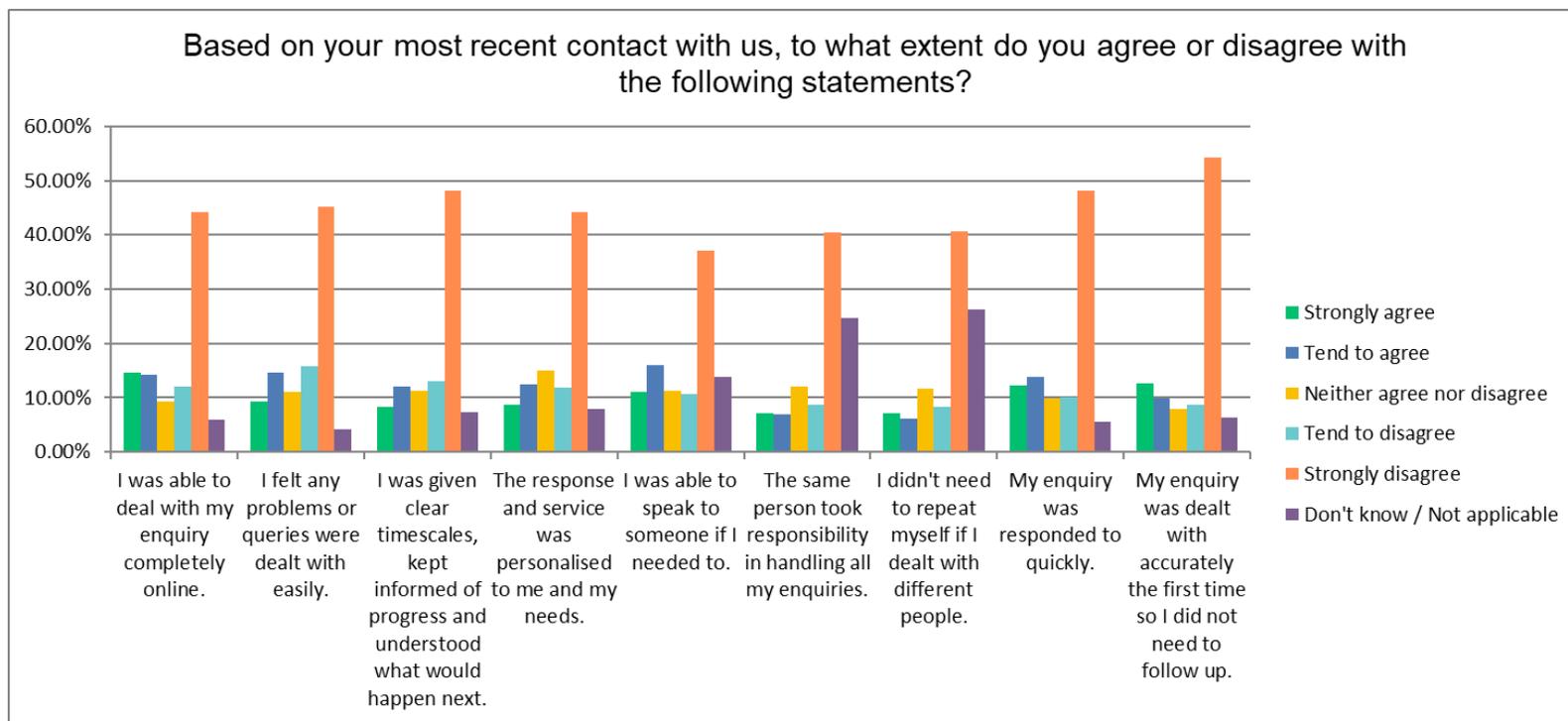
## Disabled versus non-disabled respondents



- Respondents presenting as disabled demonstrated a preference for the 'traditional' channels; phone and face-to-face.
- None of the respondents contacted a councillor in the first instance.

# Specific views on the customer experience

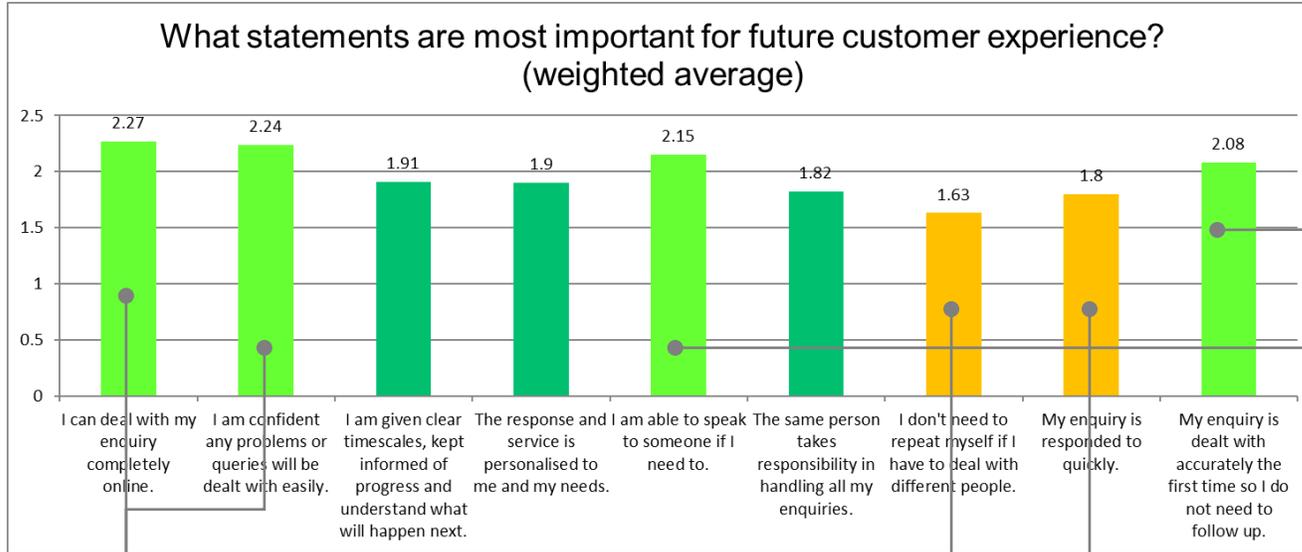
## What customers say about their last transaction with us



- Section 3 of the survey asked who had contacted the council within the previous 12 months. Respondents were asked to rate statements based on their most recent experience. 1,676 people responded to this question.
- The council scores are low across the board. Whilst arguments can be made on certain statements ('I was able to do it all online' is not possible as there is no form), the overriding message is that more needs to be done
- The timing of the questionnaire provides a good baseline to monitor and track following the completion of phase 2 of the customer transformation programme but clearly all of the benefits will not have been felt by customers completing the questionnaire

# Future customer experience LBB

What customers say will be important to them in the future

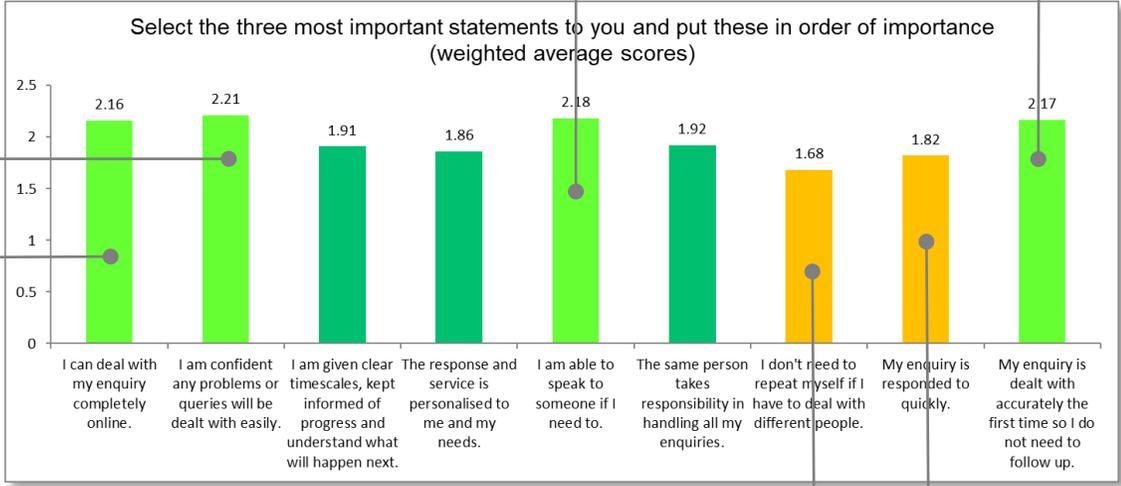


Customers will place more importance on being able to go online and transact easily.

Wait times and avoidance of repetition rank as least important, again.

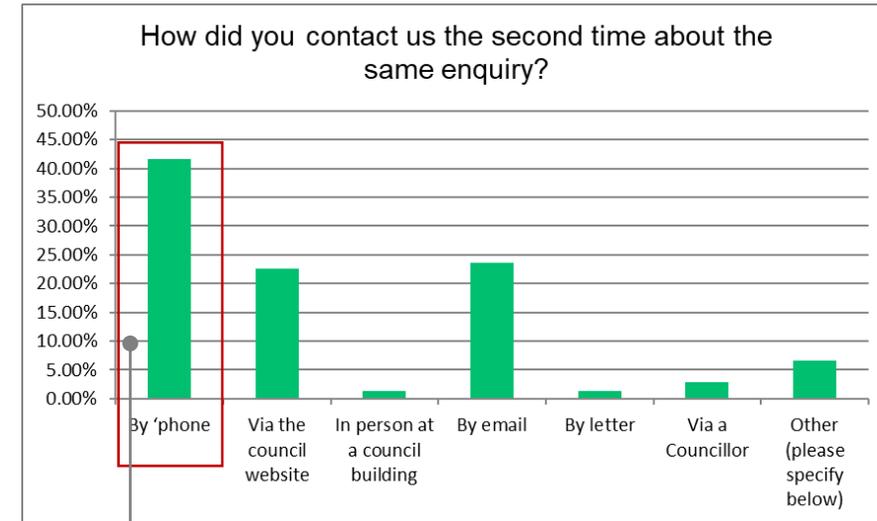
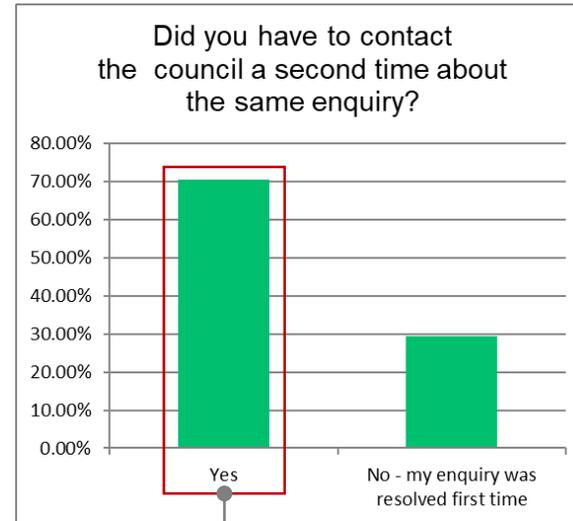
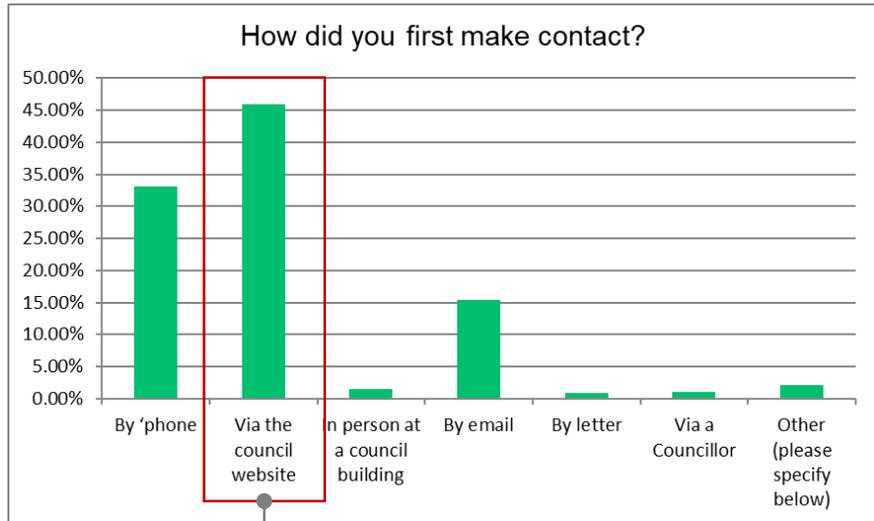
Customers still want the 'comfort blanket' of being able to speak with someone if needed.

Accuracy is still important



# Right First Time

- This is important to customers, **but even more so to LBB in terms of cost / affordability.**
- Residents presenting as disabled were slightly more likely to make a second contact (76%)
- Getting it right first time for people online so they do not have to chase for updates or check on the progress of an enquiry is the biggest opportunity to reduce costs and provide customers with the service they want

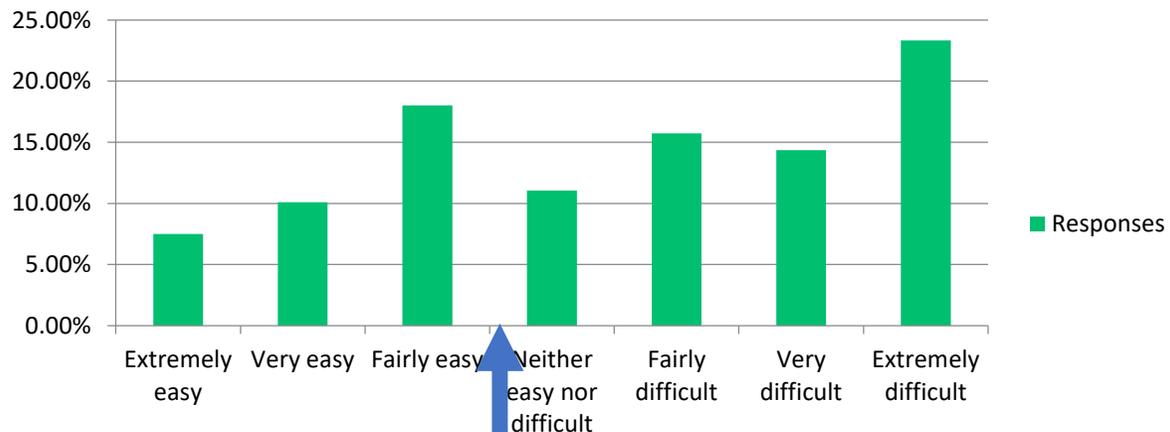


7 in 10 respondents felt the need to contact us again...

..and the majority switched to phone and email channels.

# How easy is the Council to deal with

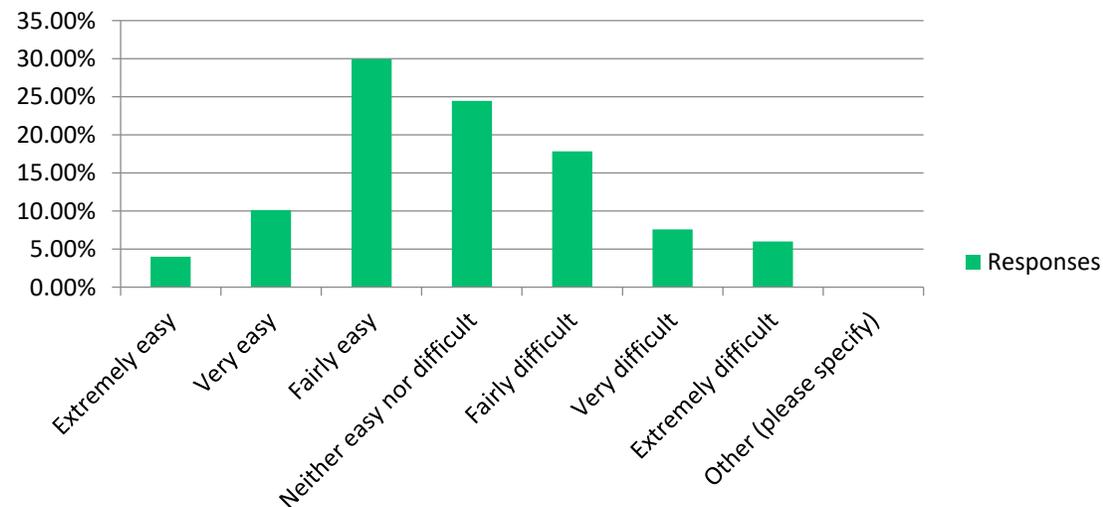
Based on your most recent contact, how easy was it to deal with us? (Please tick one option)



53% or respondents told us they found it difficult to deal with the council Vs 36% finding it easy

When using the website the trend is better with 44% of respondents finding it easy to use vs 31% difficult

How easy did you find the Barnet Council website to use? (Please tick one option)

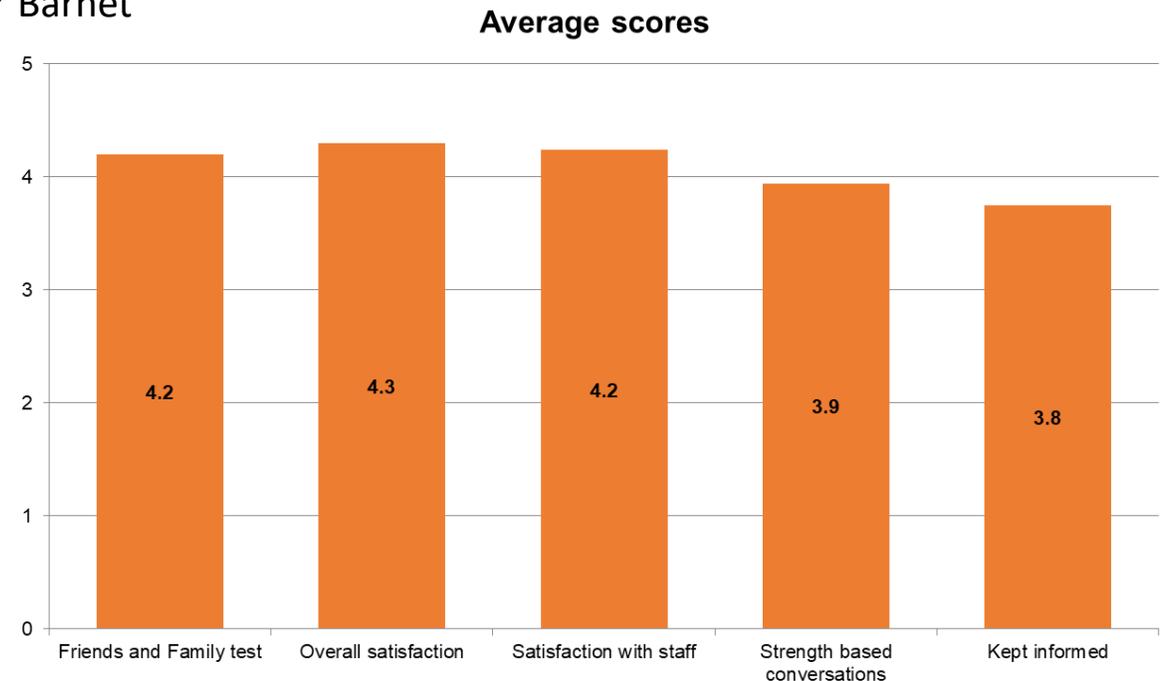


# Adult Social Care – Customer feedback

- The Adult Social care (ASC) Survey is a national survey conducted on an annual basis to those individuals in receipt of adult social care services. The results of the survey populate several measures in the Adult Social Care Outcomes Framework (ASCOF), a national framework used to assess the experiences of people using care and support services
- LBB use this data, alongside other engagement processes, to benchmark and monitor our performance
- A key ASCOF measure in relation to customer experience (3d) - 'Proportion of people who use services and carers who find it easy to find information about services'

70% of users and 59% of Carers could access and find information easily. Compared to the national benchmark Barnet is 1-2% points above and this is an improving measure for Barnet

- Interactions with customers are evaluated on a monthly basis via a survey to residents, by a random sample of people who have recently contacted the service.
- Average scores from the survey between April 2018 and April 2019 are positive



# High level customer improvement plan & target operating model

# Customer experience plan on a page

	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
<b>Comms &amp; engagement campaign</b>																
Design internal & external comms campaign	█															
Launch Internal staff engagement			█													
Chief exec briefings (launch revised customer standards)					█											
Policy & resources committee				█												
<b>Service Improvements</b>																
Identified Customer experience improvements (quick wins)	█															
Correspondance review	█	█														
IVR menu improvements	█															
Phone 'Health check'			█													
Street scene IT implementation and integration			█													
Contact centre platform review & pilot					█											
Myaccount integration with Parking & Libraries										█						
Face to face offer consolidated in Colindale		█														
Investigate proof of concept for integrated Highways reporting tool					█											
Resident engagement	█															

# Target Operating Model

- Enabling proactive notifications to update residents and keep them informed
- Greater visibility of service data and digitisation of processes to provide a more seamless customer experience
- System integration to provide residents with more real time updates
- Shows systems in scope for online integration, for phase 3

