

Customer Relations Service Update

Corporate Performance and Resources Scrutiny Committee

15 November 2023

- Operations and Performance
- Service Developments
- Future Priorities



Waste Management Changes

- Source separated recycling for Dinas Powys, Sully and Penarth during April 2023.
- 3 weekly Black Bag Collection
- Garden Waste Subscription Service
- Key challenges
 - How do we manage expected sharp increase in demand?
 - Minimise barriers to access?

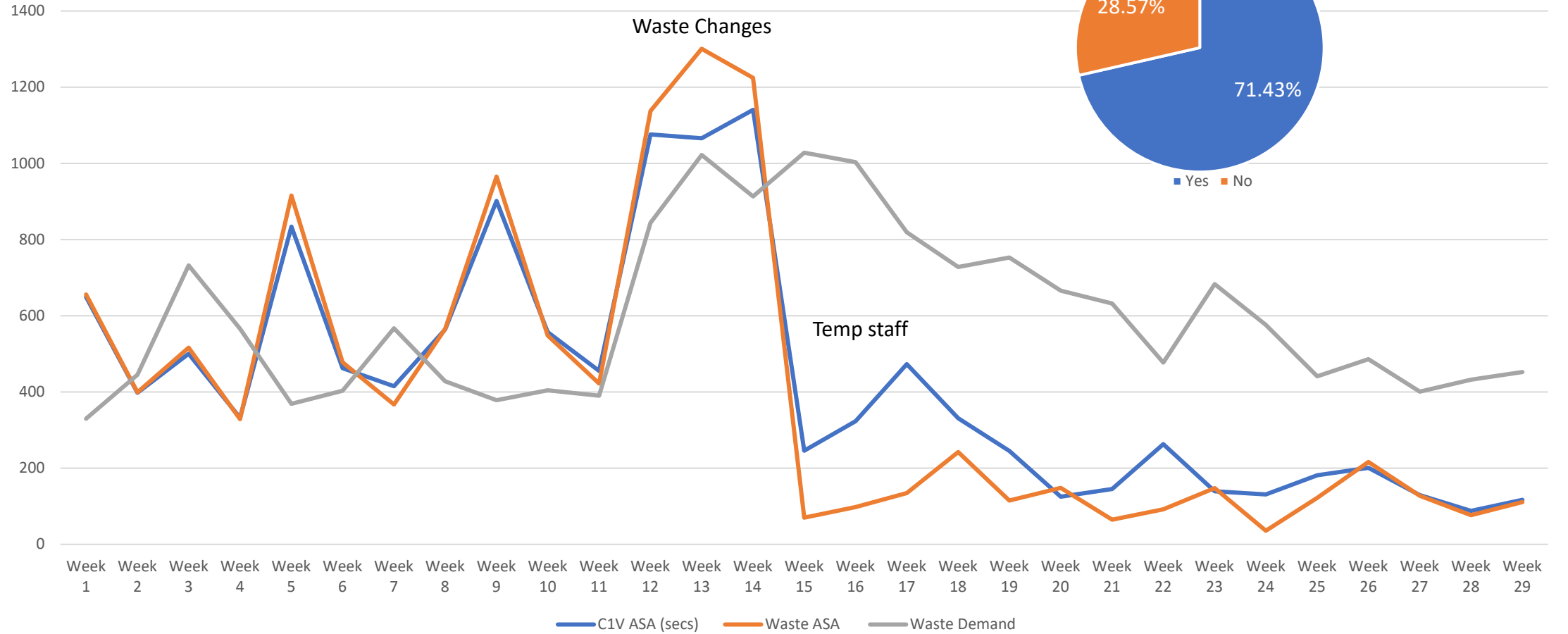
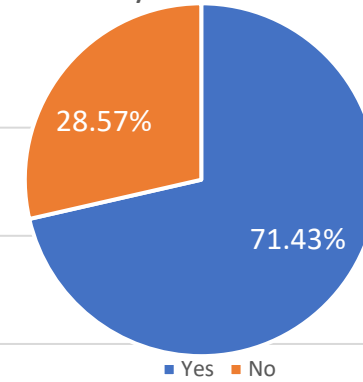


Waste Management – Our Response

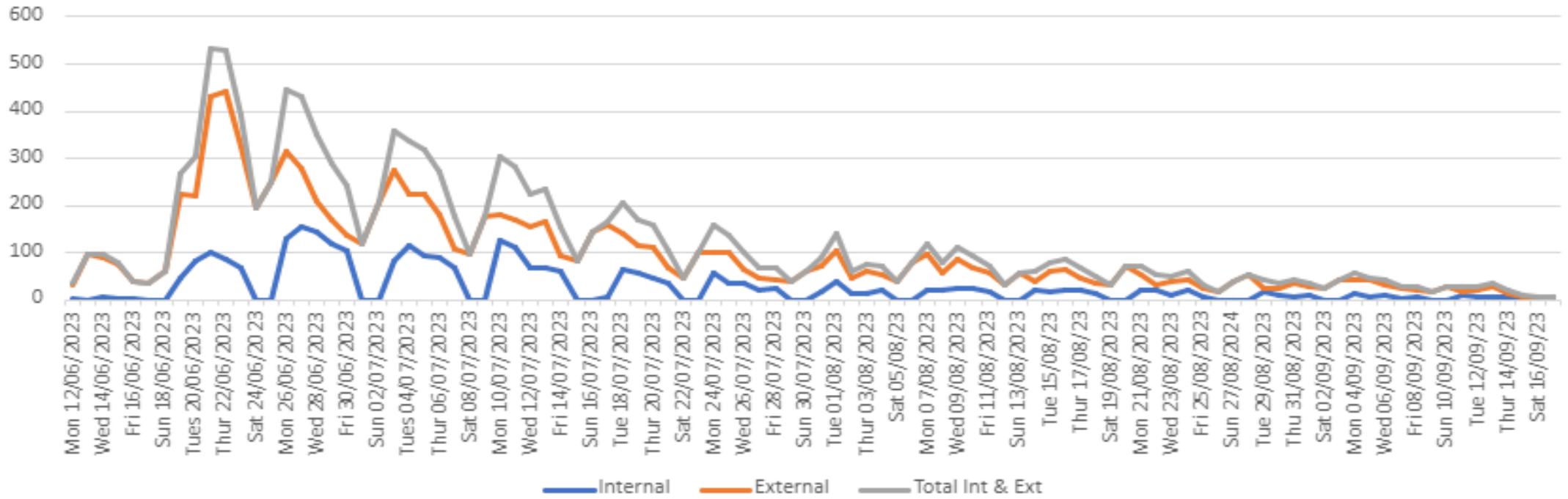
- Regular meetings with Waste Management Project Team
- Dedicated telephone number for Waste Changes queries
 - Manage demand and protect other services
- Additional temporary call handling resources to minimise answer delay
- Self-Service option for Garden Waste Subscription – to minimise inbound call demand

Waste Management Weekly Call Handling Performance Apr-Oct 2023

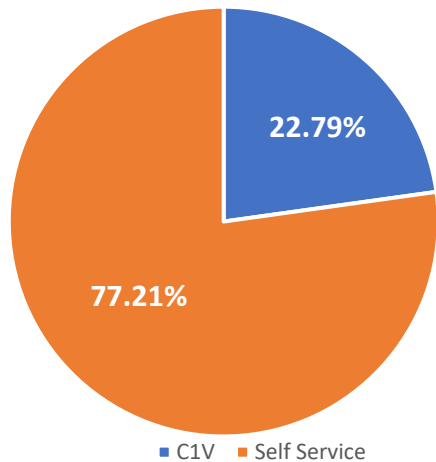
Was the time you had to wait satisfactory?



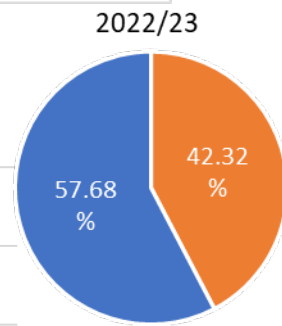
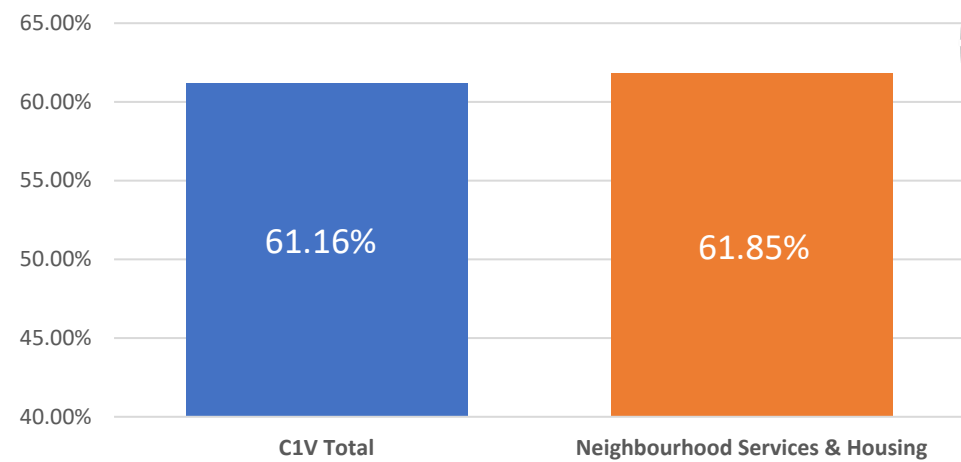
Daily Subscriptions Totals



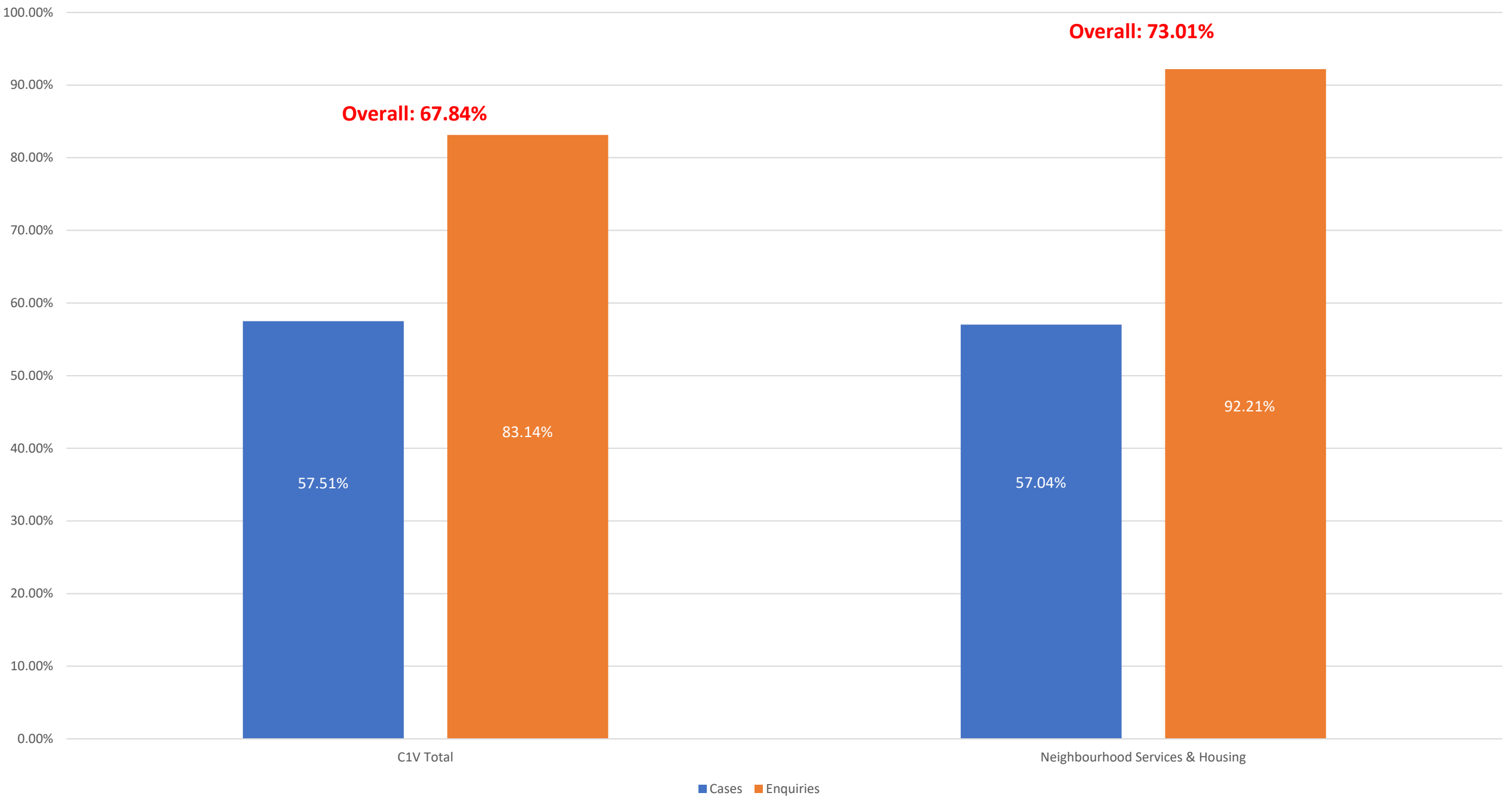
Garden Waste Subscriptions - Self Service



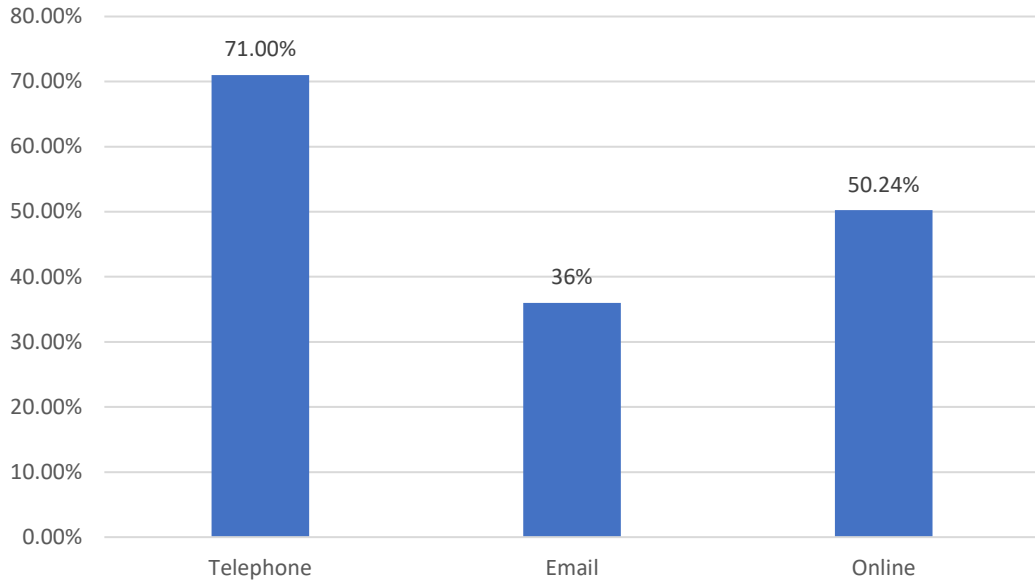
Percentage of GovService Cases Raised Self-Service



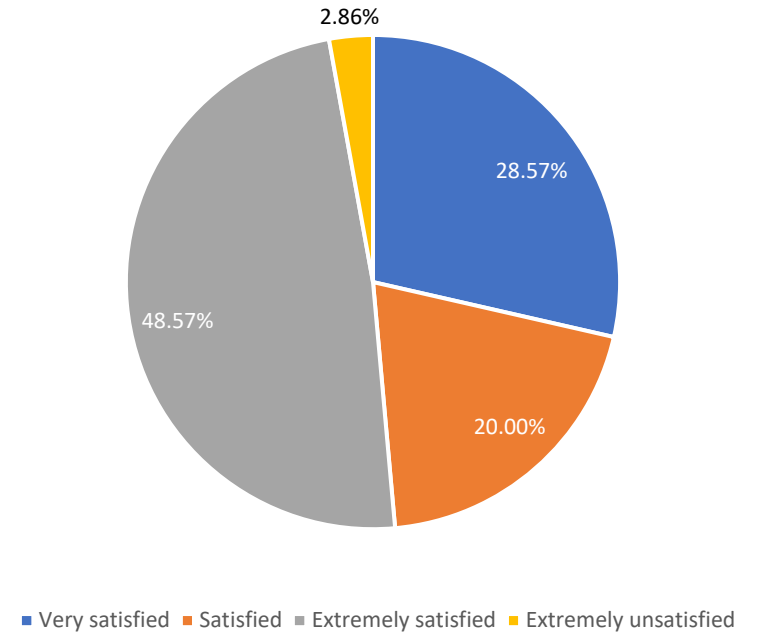
Resolved at First Point of Contact in C1V



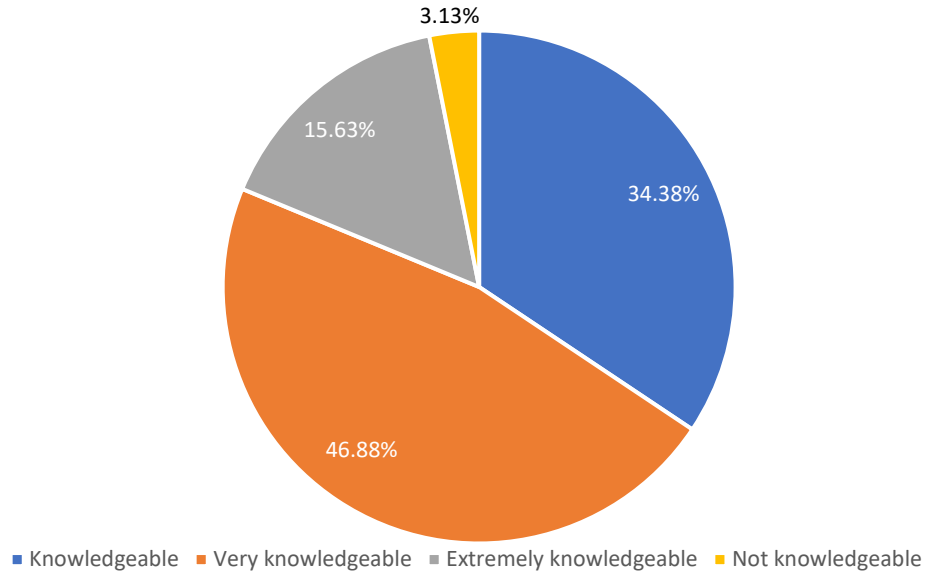
Satisfaction by Channel



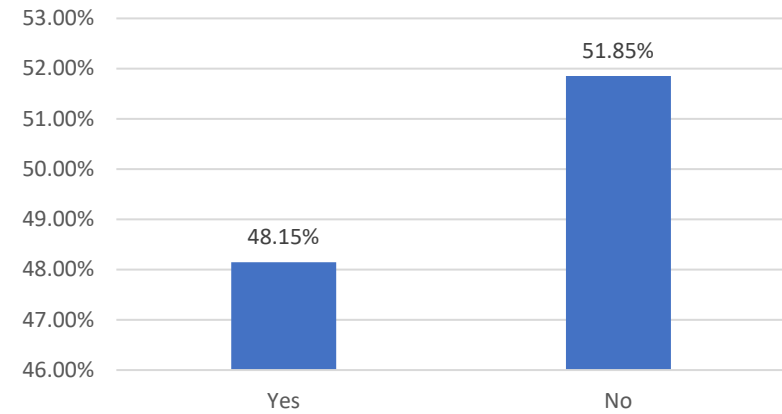
How satisfied were you that the CSR Listened and Understood your needs?



How knowledgeable was the person you spoke with?



Was this the first time you have called about this issue?



Service Development

Contact Centre - Migration to Nice CXOne

Connecting Wales features:

- WebRTC Agent Desktop
- Omni-Channel (email, web, SMS, social...)
- Supervisor / Manager Dashboards and Reports
- Call & Contact Recording
- Quality Management
- Workforce Optimization

Plus....

- Chatbot / AI / RPA
- Sentiment Analysis
- Outbound (voice, email, SMS)
- API's and Integrations
- Teams Integration

...and lots more on a “pay as you use” basis.



Migration complete by 31 December 2023

User Research / User Centred Design

- Digital Buddies
 - Findability / Usability by residents
 - Use outputs to improve experience of accessing services online
- Complaints
 - Assessing residents experience of the corporate complaints process
 - Difficulty in recruiting residents – more work being done in November
 - Outputs to be reported to Governance & Audit in December 2023 and used to improve process
- Adult Services
 - Understanding priorities of residents and relatives
 - How would they like to access services?
 - Does current communication during the assessment process work for them?
 - Could online access work – able to use own words, take time to think about their needs, opportunities for signposting.

Digital Buddies – Background

- **Digital Buddies group @ Aberaeron Hub**
- Small group of Volunteers who support and teach residents of the Vale of Glamorgan basic digital skills.

- Usability Testing
 - Completed June 2023
 - 2 sessions/ 5 volunteers
 - 3 Processes:
 1. Potholes
 2. Litter/ Flytipping
 3. Missed Collections
 - Microsoft Forms to collect feedback from LIVE submissions

- All volunteers were actively accessing online services
- Varied age range
- Fairly even distribution of confidence levels
- All volunteers have access to an online device at home

Digital Buddies – Key Takeaways

INITIAL THOUGHTS....

- **Processes are easy to find**
- **Easy and simple to use**
- **Would use the online form again if there were some changes made**
- **Website is clear, accessible and easy to navigate**

FRUSTRATIONS.....

- **Analytics message on a mobile were confusing**
- **Text size was too small**
- **Dropping pin on a map was difficult and confusing**
- **Not aware that updates would be sent by email**

User Research – Lessons Learnt...



Was our first attempt at UX research



Using MS Forms in addition to completing the form online was too much for those with less confidence/skills



In person usability testing is more beneficial in gain insight into user behaviours and attitudes

Digital Citizen

- **Garden Waste Subscription** – Payment integration
 - Working on winter booking solution
- **Satisfaction Surveys** – continuing roll out across all processes
- **PCI Compliant payments** – residents enter own card data using phone handset. All contact centre payments are compliant.
- **Improving Concessionary Travel Pass application process**
- **My Account development**
- **Working with WLGA Digital** on funded projects
 - Applying User Centred Design (Vale Telecare application process)
 - Internet of Things (public waste bins)
 - Access to Social Services
 - Making better use of data
 - Process Testing – developing a guide for inexperienced developers
 - Sharing Resources – digital skills. Using previous Discovery activity led by Vale of Glamorgan Council

Wellbeing Matters

- **Integrated Contact Centre Manager**
 - Managing day to day operations of Contact OneVale and UHB daytime Services
 - Support the development of an integrated call handling team
 - Unable to recruit in October – reviewing Job Description, Person Spec and Salary. Looking at how we promote the role.
- **Working with Health Board Frailty Project**
 - Identifying opportunities for proactive intervention through referrals
 - Applications for BCB, Concessionary Travel Pass, Doorstep Waste Collections
 - Part of our “life event” approach to service delivery
- **Shared Service Portal**
 - Completed Discover session with Care and Repair in relation to Occupational Therapy referrals
 - Working on what those processes will look like
 - Complete DPIA to ensure resident data is adequately protected

Upcoming Priorities

How Customer Relations is changing

- Tour of Departmental Management Team meetings by end of year to discuss customer service issues.
- Customer Relations is now part of the new **Digital Service**, with Business Improvement and ICT
- Working with the new **Head of Digital** to agree priorities and workplans
- Focus on contributing to the **delivery of Digital Strategy and development of new service**
- **Maintaining pace of work in**
 - Improving service and user experience using GovService and UCD
 - Progressing Wellbeing Matters Development
 - Veterans Advice Service
 - Investigating opportunities to collaborate to drive efficiency

Thankyou!