



Customer and Automation supporting information

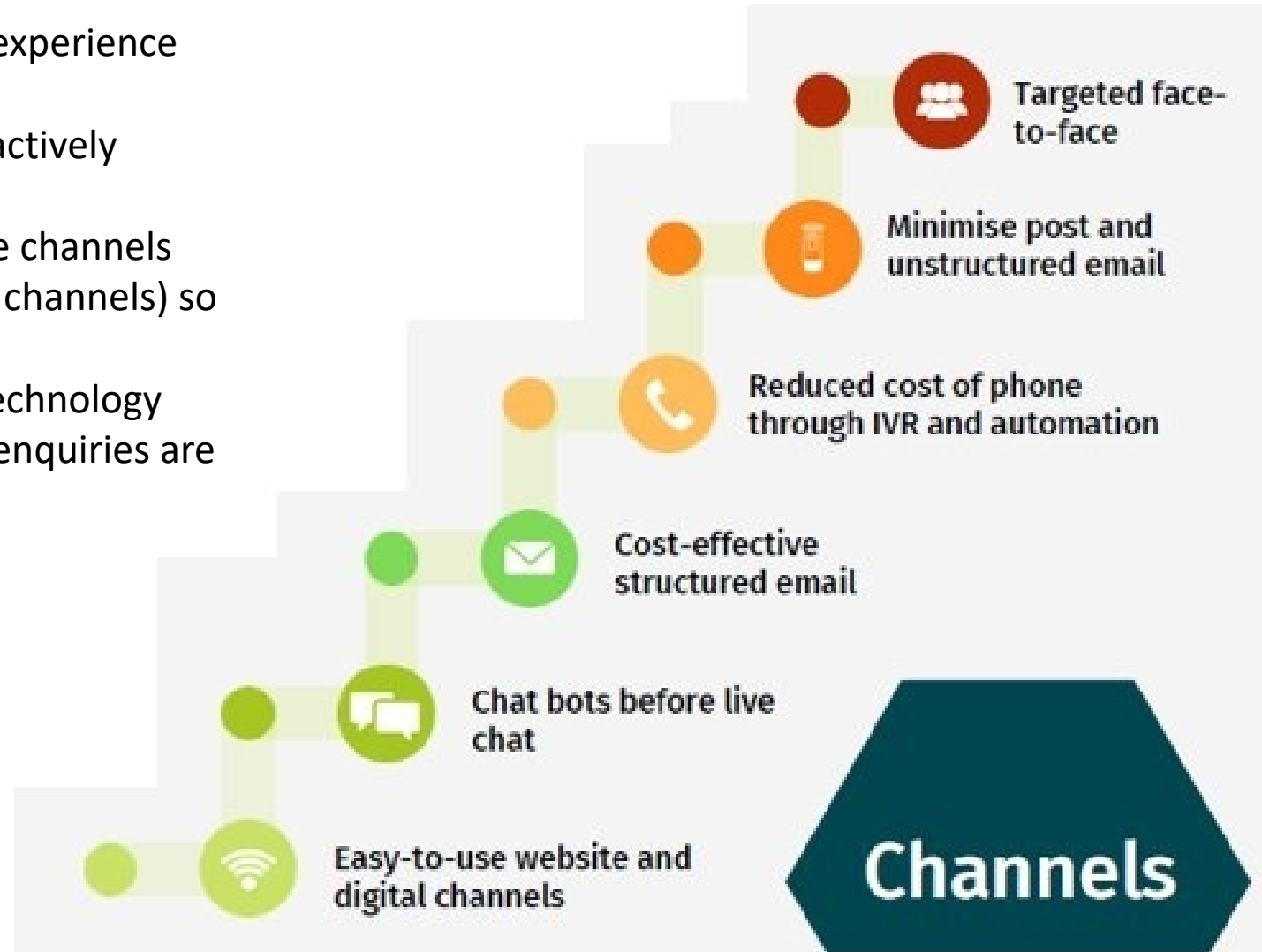
Scrutiny Commission

13th March 2024

Our Digital Channel Strategy

Customers are directed to the right channel, at the right time, in the most efficient way:

- ❖ We support high-quality, consistent customer experience through improved digital services
- ❖ Increase our understanding of customers and actively involve them in our channel development
- ❖ Ensure services are accessible through multiple channels (e.g. digital access, telephone and face-to-face channels) so no groups are excluded
- ❖ Support residents to learn how to use digital technology
- ❖ Improve front-end communications to ensure enquiries are directed to the right channel





Project examples

Understanding who our “customer” is - examples

All projects seek to understand who is making contact with each council service, so we can target any change and improve communication with the customer in mind (the programme focuses on external customer contact)

Project teams have listened to calls, online feedback, complaints and utilised demand data to understand who and what people are contacting us about...



School admissions:
 parents and carers (94%)
 Other orgs and schools (6%)



Blue Badge:
 Badge holders themselves (young people through to the elderly)
 Friends/Family/Neighbours/Organisations helping someone to apply



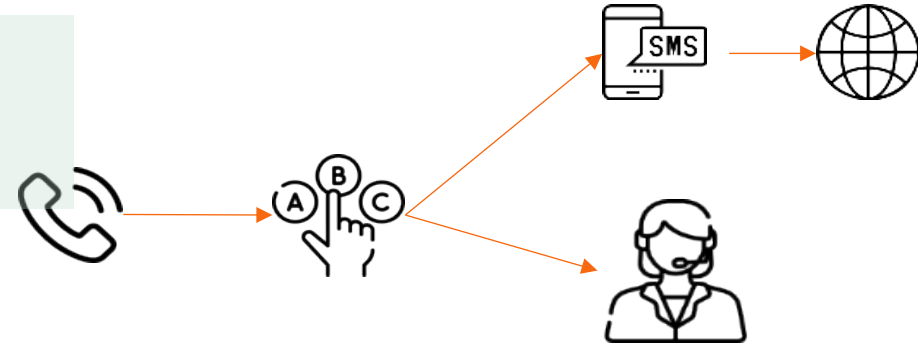
Adult Social Care:
 Friends/family or neighbours (44%)
 Professionals or other support organisations (37%)
 The person requiring support themselves (19%)



The contacting customer in the above examples is often not the person that the contact is about; where someone is making contact about themselves, there is a considerable proportion that are able and choosing to go online

Example: call routing changes

Blue Badge, highways, school admissions and the adult social care front door projects have implemented changes



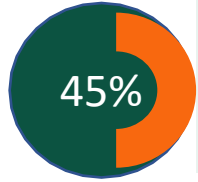
Benefits

- Gets customers to the right place more quickly
- Improved out of hours offer
- Reduces manual handling of calls
- Allows us to prioritise customers with urgent needs and/or unable to self serve online
- Reduced missed calls, repeat calls and customer waiting time
- Reduced demand into back office services

Call routing changes have been done in conjunction with website improvements and process re-design (with all projects still on a journey of improvement)



School admissions – the impact of changes are improving the customer experience and creating efficiencies

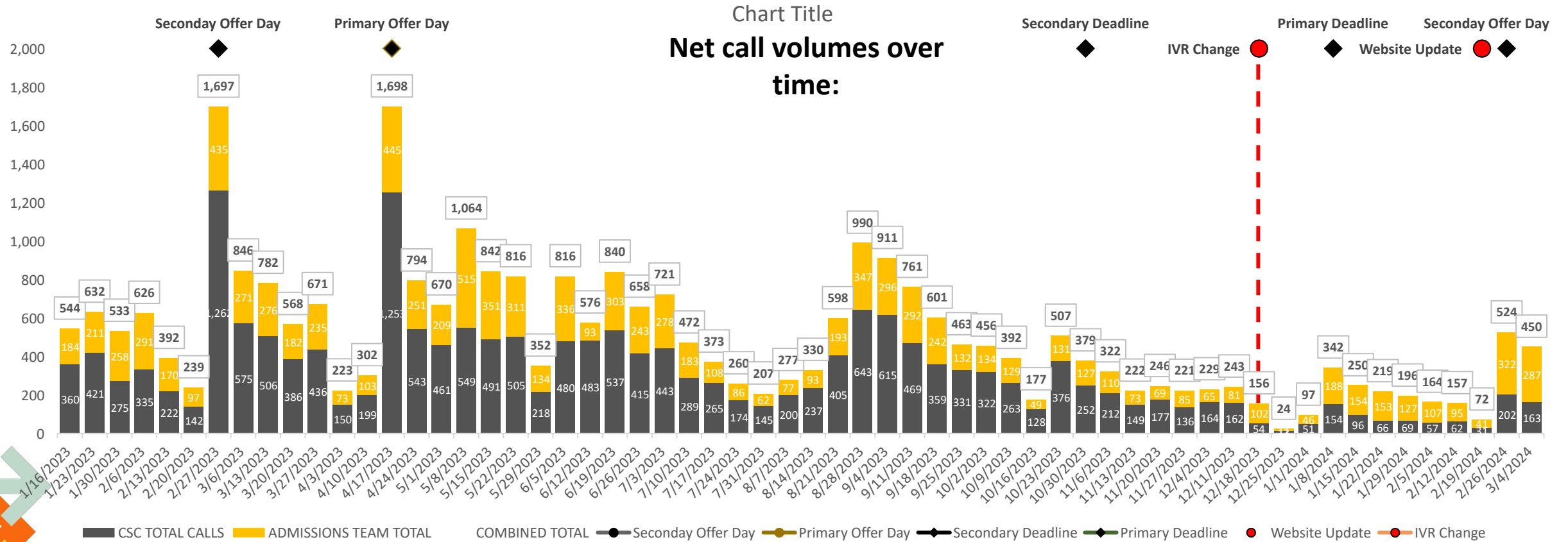


Of callers selected to speak to an agent, or were transferred to the back office, the rest (55%) were diverted online

70% reduction in calls compared to same period last year

Vol. of calls accepted has increased from 64% up to 78% on average

Average call queuing time previously over 21 mins and now just under 3 mins



Apply for a school place

School applications for autumn 2024 start have **now closed**. If you still need to apply for a school place, please see [moving school during term time](#).
Also see information on [National Offer Day](#) for decisions on school places.

Before applying you'll need to have 3 school preferences (including at least 1 catchment school, where applicable)

[Find a school](#)



Apply for a primary or junior school



Apply for a secondary school



Changing school during term time



School place for a child with special educational needs

Also see: [Our school policies](#)



School transport



Appealing a school place decision



Parent portal



Check school waiting lists online

Further reading

Other information you may find useful when applying for a school place, including: [Your guide to education](#), [delaying or deferring your child's school place](#), and [school admissions data](#).

[Further school application information](#)

File Explorer



Help us improve this page

Was this page helpful? In general I am:

Highly satisfied

Satisfied

Dissatisfied

Highly dissatisfied

We may want to get in touch with you to gather more detailed feedback about your experience of our 'Apply for a school place' webpages.

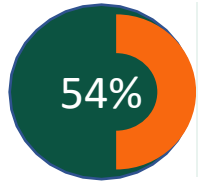
If you're **happy for us to do this**, please provide your email:

Email address

We'll only use your email to contact you about the feedback.

Send

Blue Badge – the impact of changes so far

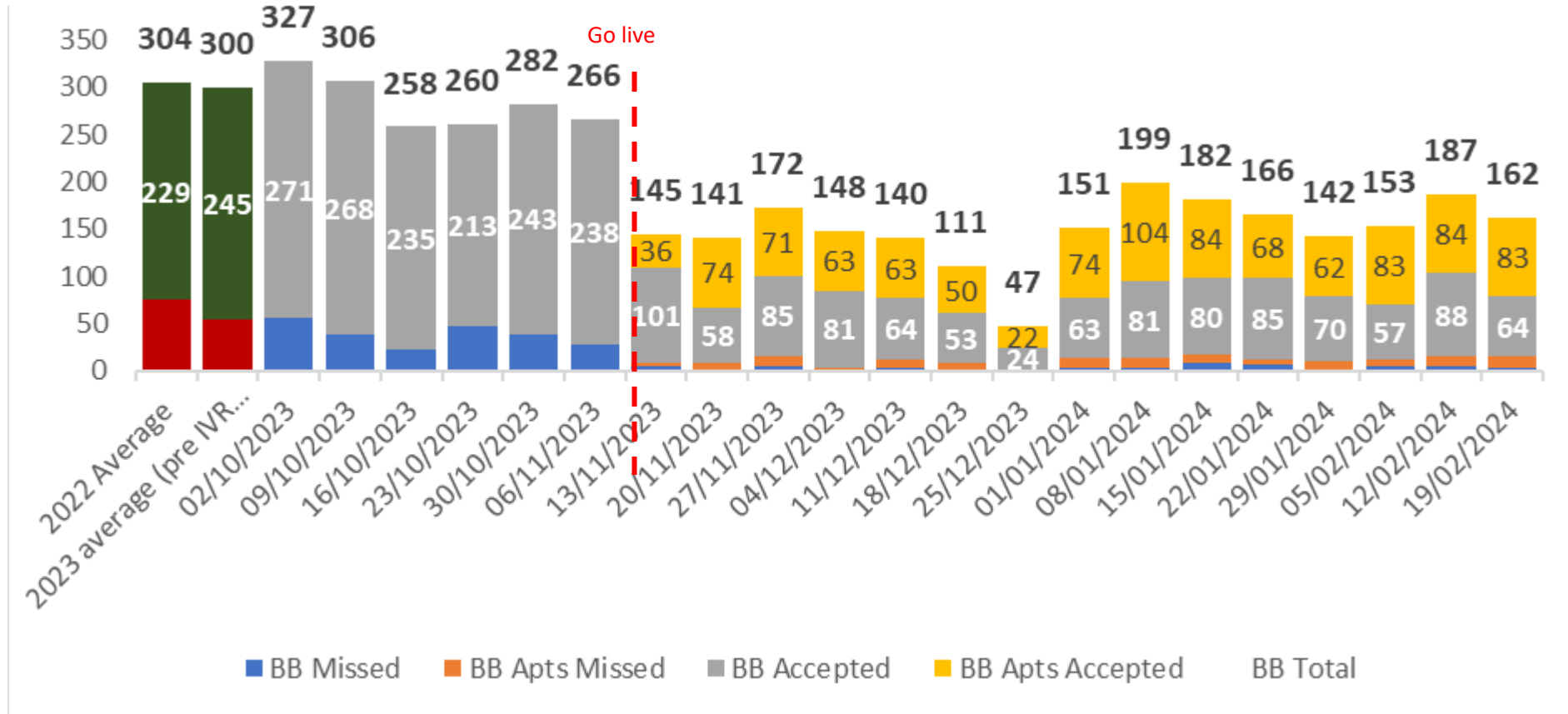


Of callers selected to speak to an agent, the rest (46%) were diverted online

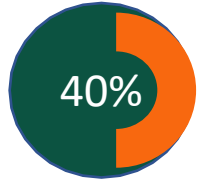
70% reduction in calls (comparing monthly average for Jan and Feb 24 compared to monthly average of 2022)

84% of customers now apply online (compared to 59% in 2022)

7% require support over the phone to apply (this figure remains the same as in 2022)



Adult Social Care front door – impact of changes so far (with further improvements being planned)



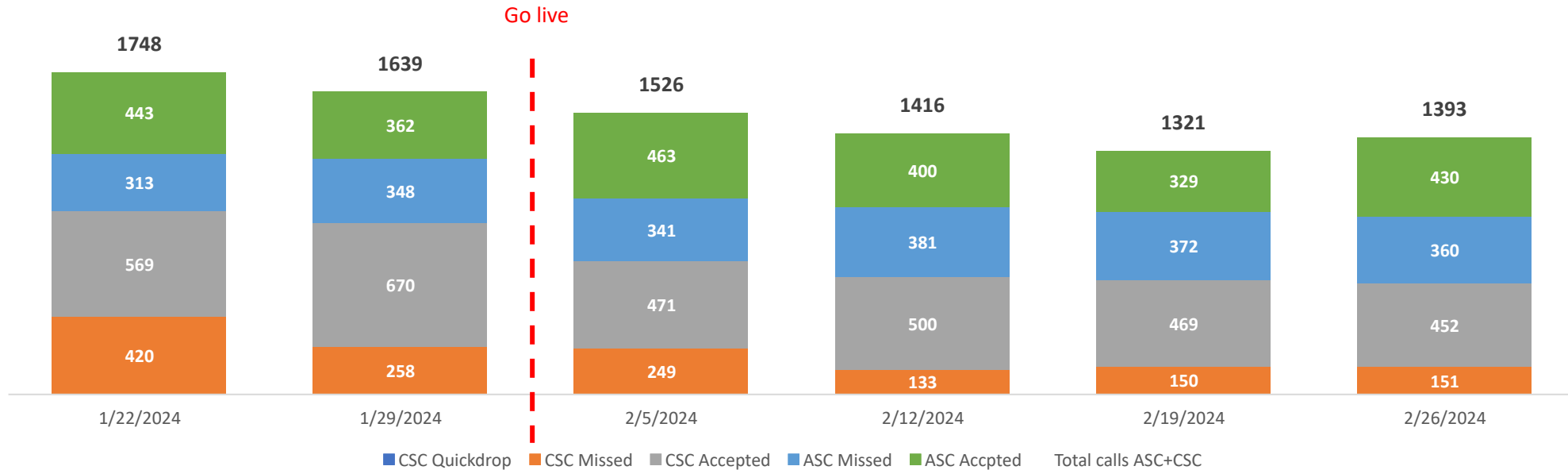
of callers selected to speak to an agent, or another adult social care team, the rest (60%) were diverted online

28% reduction in calls compared to same period last year

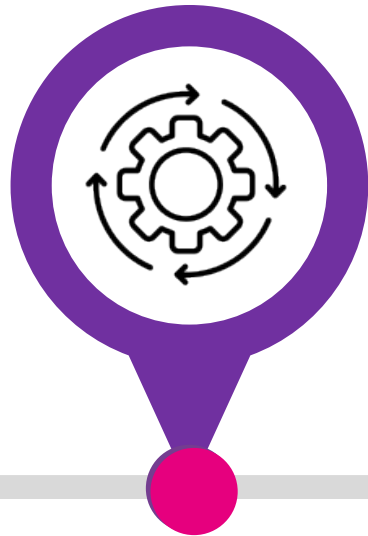
Vol. of calls accepted has increased from 60% (during 22/23) up to **73%** on average (target is 80%)

Average call queuing time previously over 19 mins, this has reduced to 13 mins (target is below 10 mins)

Net calls into adult social care (Front and back office)

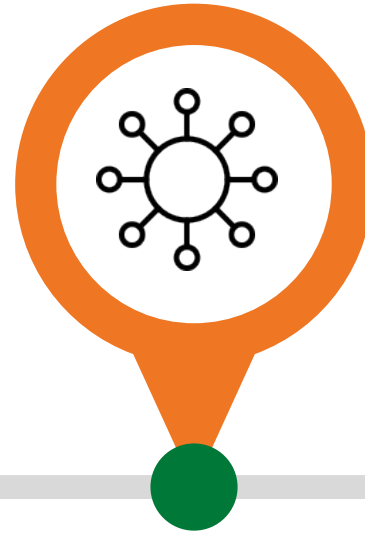


Getting to a new Target Operating Model for customer contact – timescales for delivery



Now through to 31 March 2025 (15 months)

- Deliver all Tranche 1 projects, cashing efficiencies through vacancy management as they occur (tracking the benefits to ensure expected levels of reduction are achieved/in line with demand reduction)
- Tranche 2 - Design and implement the new operating model for the adult social care front door 2, delivering benefits
- Designing the new model for customer contact commences (e.g. engagement with members, CMT etc)



By 1st April 2025

- New model for customer contact is confirmed, and planning and implementation takes place during 25/26
- Next tranche of diagnostics in wider council services underway to identify improvements and efficiencies that can be banked from 26/27



By 31 March 2026

- New model for customer contact is live and new ways of working are being embedded
- LCC Customer framework in place to support the new operating model
- Wider council customer efficiencies targets (£) are being delivered (beyond existing MTFS target)

Automation in Adult Social Care

Reducing the manual processing of customer contact

