

Annex 4 – DRAFT Action Plan

Objective	Action	Outcome	Owner	Timeframe
Putting our customers, the heart of what we do	Move Customer Service into a new face to face location to deliver specialised support service to customers with additional support needs	Delivery of a local face to face service for customer with specific needs and requirements offering one to one appointment and public access to digital services	Programme Sponsor	Year 1
	Increase online form availability	Increased online forms capability to enable services to be accessed at a time and place that is suitable for our customers	Team Manager	Year 1
	Create customer focus/feedback group to inform our service process redesign	Positive engagement leading to valuable feedback and insight on how we are designing and developing our services to ensure they are fit for purpose and easy to use	Team Manager	Year 1
	Review website content on most popular pages to ensure ease of use for our customers	Easy to find, up to date information creating a positive experience when using our website and increasing usage	Team Manager with Comms Manager	Year 1
	Develop a Digital Transformation Programme across the organisation reviewing customer facing processes/transactions end to end	A program of work to review, update and improve all customer facing transactions, maximising the use of available technology and reducing costs ensuring the best online experience for customers and an equally efficient process for face to face and telephone.	Team Manager	Year 1/2/3

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	Embed our customers standards across the organisations	Customers and employees are clear on the expected standard of service and behaviours when interacting with the Council.	CLT	Year 2
	Implement a 'one question' approach to customer satisfaction	Increase in customers providing feedback which provides platform for continuous improvement and development	Team Managers	Year 2
	Design and implement communication campaign raising awareness of digital support and online services	Increase in the use of our online services and digital support offering	Team Manager & Comms Manager	Year 2
	Review Complaint Policy	A comprehensive complaint process that enables the customer to have their concerns fully investigated and provides sufficient opportunity for the Council to learn and improve	Head of Service	Year 2
Harnessing Technology	Investigate options around introducing a web app to establish if there is a business case to provide this to our customers	Understand the benefits, opportunities, needs and risks of introducing a web app to support access to Council Services	Head of Service	Year 1
	Review options for replacement Customer Relationship Management System	Understand the most appropriate technology solution to support efficient and effective management of customer enquiries	Head of Service	Year 3
	Investigate the opportunities presented by Artificial Intelligence	Understand the opportunities and costs presented for the Council in the use of AI	Head of Service	Year 3
	Undertake a proof of concept for Robotic Process Automation (RPA)	Understand how RPA will support our organisation and how Customers would use the solution to determine if this would be a long-term benefit to the Council	Team Manager	Year 3
Digital Inclusion	Initiate work with partners to create a digital inclusion network	The creation of a Digital Inclusion Network to support our customers to develop their digital skills and capability	Head of Service	Year 1

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	Introduce the concept of Digital Champions across the district	Digital Champions provide a community of support through 121 meetings with people across the district to educate and teach digital skills to help get and support customer to stay online.	Head of Service	Year 1
	Investigate the use of Robotic Process Automation (RPA) and Voice Recognition (VR)	Understand the opportunities and costs presented for the Council in the use of RPA and VR	Head of Service	Year 2
	Centralise all information regarding digital Inclusion in a single place	Create a single location for customers to find all local information relating to digital skills support and help	Team Manager	Year 2
	Grow the number of Digital Champions across the district	Increased support available across the borough in conjunction with partners	Head of Service	Year 2
	Create and embed a NWLDC Triage and Signposting system for digital skills	All employees know how and where to direct customers that are identified as needing digital support or training	Team Manager	Year 3
Involving the whole organisation	Develop and deliver Customer Experience and Digital Skills training for all employees	All employees are empowered to deliver exceptional customer experience all of the time and have confidence in their own digital skills to be able to offer help and support to our customers when interacting with them	CLT and HR	Year 2