

Customer Access Channel Strategy – Summary of Targets

E-STRATEGY

To provide a single, comprehensive and secure website and portal that encourages registration and defines on-line as channel of choice



Report it



Apply for it



Pay for it

1. Promote the web site as the main access point for the council's services
2. Provide a secure registration process to access services and financial information
3. To make online services the channel of choice by continually refining and enhancing the customer experience

Mobile Devices

Use mobile technology in a tactical manner to provide better access to information and services

1. Further increase customer access to our web site from mobile devices through targeted marketing
2. Provide a responsive web site that automatically adjusts to the device on which it's being viewed
3. Use outbound text messaging to provide updates and reminders

E-Mail

To reduce email volume by better use of online reporting alternatives which integrate directly into back office systems

Customer Service Standard – respond within 5 days

1. Publish web links instead of e-mail addresses to take customers directly to the right area
2. Provide a complete range of online services to eliminate emails. Remove CSC@Bromley.gov.uk and departmental addresses from publicity
3. Deflect customers to self-service options where they exists
4. Promote self-service options via the auto response signature

Social Media

Use social media to interact with users and to promote E-services and campaigns

1. Utilise social media as a channel of communication for the public with due regard to the corporate communications policy
2. Development and promote informational videos for both web and reception areas
3. Develop staff awareness and train them on the use of new media

TELEPHONE STRATEGY

Minimise the volume of published phone numbers, ensuring those that are meet the Council's service standards for response times. Reduce the quantity of calls our customers have to make

Customer Service Standard – calls answered within 30 seconds

1. Provide one main phone number for customers to easily find, maximising the investment made in voice recognition software
2. All published numbers must either route via Customer Services or through a system within the service team which is monitored and measured
3. Provide access to council telephone based services using 01, 02 and 03 prefixes to ensure the minimum costs to phone users, particularly 'pay as you go' mobile users
4. Provide and promote self-service options for our customers that are available 24/7 through our telephony system and website
5. Ensure use of QR codes and friendly web links on all communications, reducing reliance on phone contact

FACE TO FACE STRATEGY

To maintain face to face service provision where there is a defined customer need to do so, whilst migrating demand to cheaper channels

Customer Service Standard – seen within 10 minutes of an appointment time

1. Undertake process reviews to identify potential channel shift and quality improvements so our face to face customers move to more convenient online services
2. Provide assisted access to the Bromley website by our face to face staff
3. Effectively manage demand and achieve best value by providing appointments to customers in high volume areas of the business
4. Reduce reliance on original evidence submission by developing and using existing systems to authenticate customers

POST/PAPER COMMUNICATION STRATEGY

To reduce the amount of post and paper communication by better use of electronic channels and already available data.

Customer Service Standard – acknowledge within 5 days, full response within 10 days

1. Provide a complete range of online and interactive services to minimise the amount of paper handled
2. Remove PDF and downloadable forms and replace with interactive e-forms reducing reliance on paper
3. Place our leaflets and information online. Send information electronically from a no-reply address with links to web pages for further information
4. Reduce reliance on paper evidence by utilising in-house systems to verify ID, address and eligibility where possible