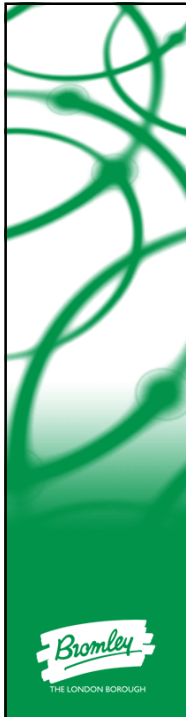# Bromley
THE LONDON BOROUGH

Environment PDS – 15 November 2017

Improving the Customer Journey

The Scope

- The Services
- The Contacts
- The Customer Journey
- Understanding the trends
- Improving the experience
- Reducing avoidable contact
- Improving efficiency

Neighbourhood Management - Services

- Waste Collection
- Street Cleansing
  - Graffiti
  - Drainage
- Grounds Maintenance & Parks Management
- Highways Enforcement
- Trees

Neighbourhood Management - Structure

Neighbourhood Management - Contacts

2016/17:

- 97,460 contacts made
  - (74% relate to Waste)

- Equivalent to 267 contacts per day

Neighbourhood Management – Waste Contacts

	2014/15	2015/16	2016/17
Total	**62,535**	**86,307**	**71,768**
Missed Collection	31,208	42,358	33,583
Recycling Container Request	14,256	16,907	13,320
GGW Container Request	7	5,860	7,472
Service Instruction	8,252	9,800	7,521
Other	1,382	1,678	1,349
General Enquiries	7,430	9,704	8,523

Neighbourhood Management – Non-Waste Contacts

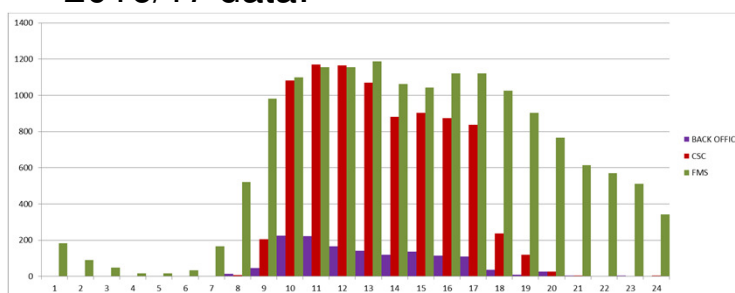|	2014/15	2015/16	2016/17
Total	**27,571**	**24,548**	**25,692**
Street Cleansing	**18,397**	**15,584**	**15,812**
Of which Graffiti	*1,244*	*1,286*	*941*
Of which Drainage	*1,059*	*821*	*790*
Of which Street Sweeping	*6,522*	*5,081*	*5,519*
Of which Dumped Rubbish	*4,863*	*5,100*	*5,090*
Of which Litter Bins	*1,996*	*1,021*	*1,189*
Of which Leafing	*212*	*405*	*316*
Of which Weeds	*405*	*171*	*254*
Enforcement	**3,500**	**3,749**	**4,328**
Of which Abandoned Vehicles	*1,511*	*2,001*	*2,370*
Of which OHV	*879*	*674*	*873*
Grounds	**2,475**	**2,230**	**2,413**
Of which Grass Cutting	*519*	*423*	*646*
Trees	**3,199**	**2,985**	**3,139**

Customer Journey

- Channels – for 2016/17:
  - Online: 51,823 contacts
  - Phone: 32,980 contacts
  - Email: 3,638 contacts
  - In Person: 217 contacts
  - Letter: 184 contacts

Customer Journey

Reporting Channel (excluding Internal channel)	2012/13 Contacts	2016/17 Contacts
Online	17,666 (23.6%)	51,823 (51.2%)
Phone	43,712 (58.3%)	32,980 (32.6%)
Email	6,490 (8.6%)	3,638 (3.6%)
In Person	368 (0.5%)	217 (0.2%)
Letter	916 (1.2%)	184 (0.2%)

Reporting Time (non-Waste)

- Back Office and CSC between core hours 9am – 5pm
- Online is 24 hours
- 2016/17 data:

Customer Journey - Waste

Customer Journey - FMS
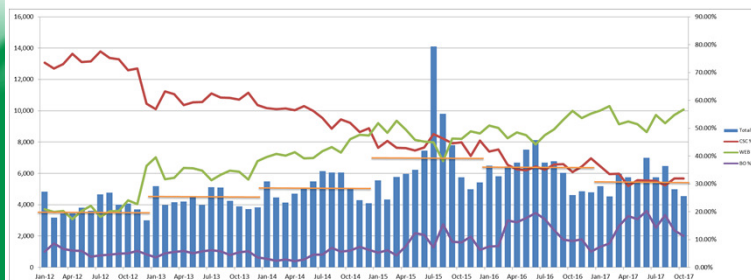
Customer Journey

- Waste is property based
    - Requires exact location not an estimated location

- Non Waste is location based
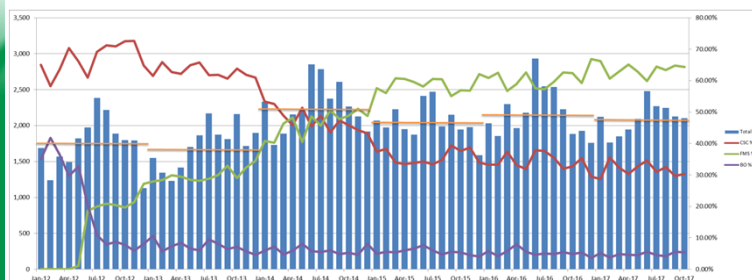   - Using FMS the map pin and subject determines where the report is directed to.

Statistics – online (Waste)

- Channel Shift: 20% 2012 to 55% 2017
- Channel 'add': ~45% increase in contact volume: 3.8k average to 5.5k

Statistics – online (non-Waste)

- Channel Shift: 20% 2012 to 60% 2017

- Channel 'add': ~25% increase in contact volume: 1.7k average to 2.1k


Statistics – the reporting 'noise'

- On average around 30% of missed bin collections are unjustified.
  - That equates to ~10, 000 reports per year
  - The collection delay information page only has 4% of the traffic of the missed collection eform

- On average around 25% of street cleansing issues are deemed private land/not requiring action
  - That equates to ~3,500 reports per year

Statistics – Wards (Waste – Missed Collection)
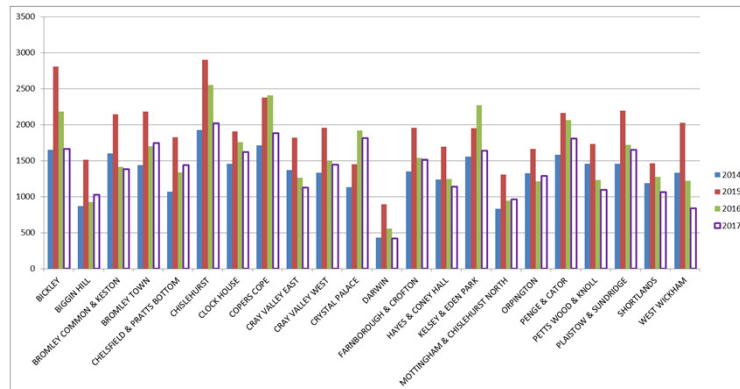
Statistics – Wards (Non-Waste)
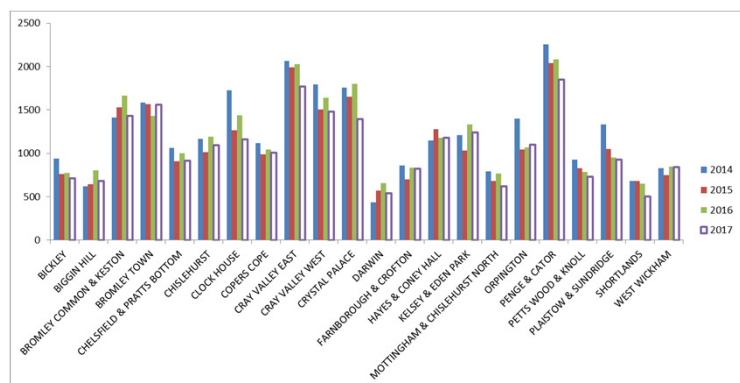
Statistics - Wards

- FMS Prolific reporters in:
  - Bromley Common (top reporter 30% of all reports)
  - Bromley Town (top reporter 3% of all reports)
  - Cray Valley East (top reporter 7% of all reports)
  - Cray Valley West (top reporter 10% of all reports)
  - Crystal Palace (top reporter 9% of all reports)
  - Penge & Cator (top reporter 2% of all reports)

- The top reporters in these wards account for 6% of **all** reports received
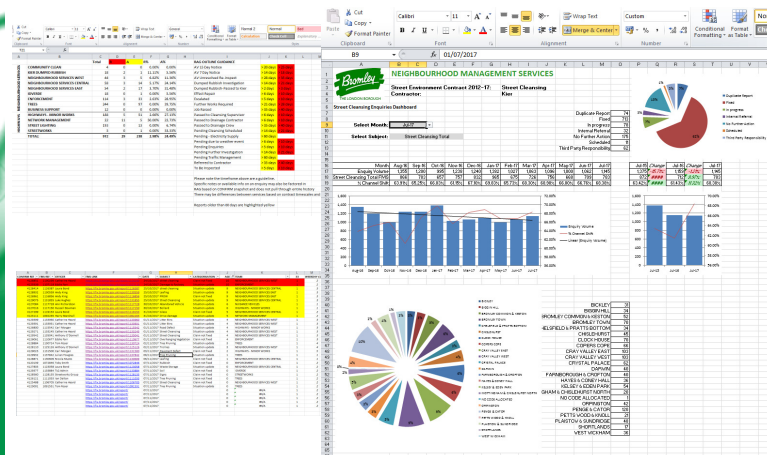
What do we do with it?

- Contract Management

- Client/staff Management

- Service Improvement

- Hot spot analysis

Hot Spot Analysis
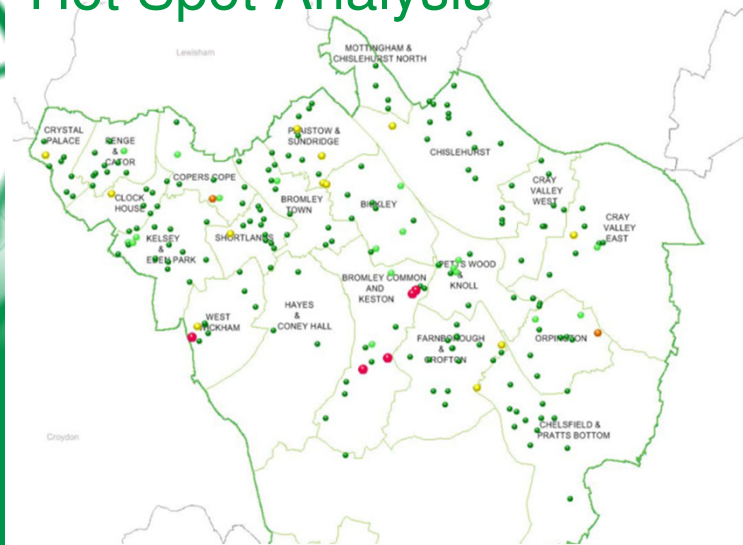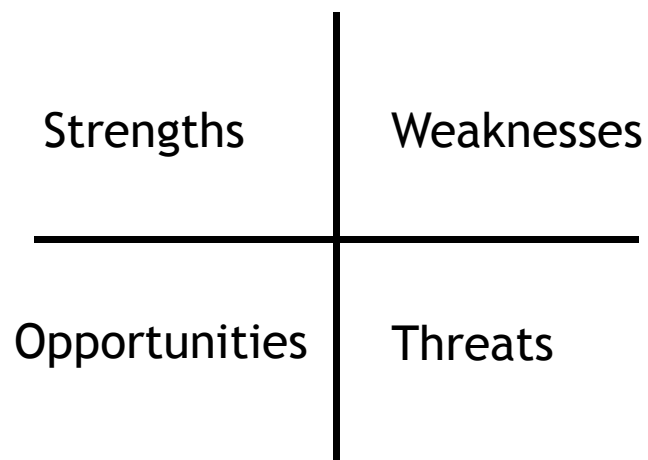

What do we do with it?

Use of ICT

- iPAD for mobile working
  - CONFIRM Connect
  - Nautoguide
  - CRM Mobile
- FMS and eForms for online reporting
- Officer feedback from review of Neighbourhood Management.

SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats