CABINET MEMBERS REPORT TO COUNCIL

20 September 2023

COUNCILLOR L WITHINGTON - CABINET MEMBER FOR CUSTOMER SERVICES

For the period July to September 2023

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1 Progress on Portfolio Matters.

Customer Services

These past few months has seen the introduction of automated Customer Satisfaction Surveys sent out electronically to every customer who comes through the Council's One Front Door, and has their enquiry resolved by the Customer Services team.

The survey is applicable across all access channels including those customers that visit our offices.

We have seen on average a 10% response rate with our residents providing us with lots of useful feedback on where we are going right and where we could be doing better.

For the past 3 months an average of 83.6% of responding customers were either quite or extremely satisfied with their overall experience of contacting the council.

We feel this is a good start but there is lots of room and plans for improvement, including reporting and the analysis of the data reporting is in development so we are able to fully understand how we can specifically improve our service.

In addition, we plan on creating a satisfaction survey for customer enquiries that are escalated beyond Customer Services. This will provide us an insight on the whole customer journey and support the Corporate strategy to provide good quality customer focused services to all our customers, while working with other council departments to achieve a joined-up and seamless approach to service provision.

Digital Mailroom

We are currently carrying out recruitment into two vacant posts within the service, with interviews at the end of the month.

We have introduced using the C3 contact centre into the service area as a

means of data collection. This is being used to monitor and report on the majority of transactions that take place in the Digital Mailroom, to provide us with an insight into the service area. This information will be crucial when developing the service moving forward.

Whilst C3 provides us some insight, we are aware this system is primarily for a Customer Service Contact Centre therefore we are exploring the option of other systems that would be suitable for the Digital Mailroom environment.

North Norfolk Visitor Centre

This Summer has proven to be a busy one. The team have managed an increase in visitors returning to the area. Contact across all contact channels during this period shows a 10.5% increase. Our leaflets have proven to be popular as is the offerings within the center itself.

The NNVC manages the allocation of keys for beach hut bookings. The collection of keys from the NNVC provides the perfect opportunity for the staff and the setting to promote all the attractions available in the district.

Our mail chimp newsletter is receiving an increased following, (up 69%) and we look forward to producing the latest newsletter for the autumn/winter period. The team are keen to receive any information on events across the whole district, especially from areas in the hinterland and around the broads, as they are there to support North Norfolk.

To subscribe to the newsletter visit www.north-norfolk.gov.uk/projects/north-norfolk-vistor-centre and there is an option to join the mailing list.
To let the team know about any future events please contact them via email NNVC@north-norfolk.gov.uk. This will then be promoted via our social media channels which is growing week on week. We currently have over 1,700 followers to our Facebook page and are actively looking to further grow our presence. We therefore ask if you could support us by liking and sharing our content across your own social media presence.

2   Forthcoming Activities and Developments.

Chatbot service

In September we will be launching a chatbot service onto the Council's website, who is affectionately called "North Norfolk Nelly".

Nelly will increase the capacity within the Customer Services team. Enabling the chatbot provide an alternative, more convenient, and faster channel for customers to access the Council services and information they need. We are expecting the chat to deliver the following benefits:

- Reduce wait times: By offering a 24/7 chatbot service, customers can get immediate answers to their questions.

- Improve efficiency: By automating routine tasks, such as answering frequently asked questions, Nelly can free up human resources to focus on more complex tasks.

- Increase customer satisfaction: By providing quick, convenient, and personalised experiences, Nelly can improve customer satisfaction.

- Save costs: By reducing the need for human support, Nelly can save costs and provide a more cost-effective solution for customers.

- Provide data and insights: Nelly can collect data and insights on customer interactions, preferences, and feedback, which can inform business decisions and improve customer experiences.

Although Nelly is learning more and more every day at the moment she is only knowledgeable about Council services (she is no ChatGPT so we're not worried AI taking over just yet!)
We look forward to the coming months where our residents will be testing her out. We will closely monitor this and if she doesn't have all the answers they want we'll be busy in the background training her up. It's all about giving her confidence in the answers she does know but is too nervous about giving them out! To ensure our customers receive the support they need, Nelly is set up with a human fall back function, which connects the customer via live web chat to a CSA should Nelly prove unable to assist a customer.

Final reminders have gone out to those residents that did not respond to the Annual Canvass so we will also be busy helping those customers where needed.

3   Meetings attended