

'My Account' and Digital Transformation

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MyAccount

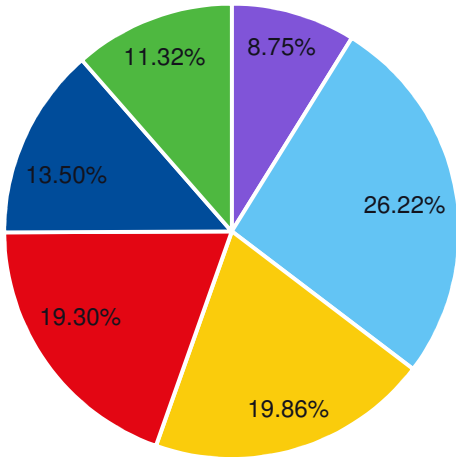
- Product of a development partnership with IEG4
- Live in February 2017
- 15,500 accounts created to date
- Average of 27 new accounts opened daily
- 44% of accounts are created out of office hours

- Overview of 'MyAccount'
- <https://my.west-norfolk.gov.uk>



Accounts by age band

Percentage



■ 15-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



Project outcomes

- 78% reduction in face to face enquiries
 - 2015/2016 34,724
 - 2017/2018 7,505

Project outcomes

- **30%** reduction in customer emails
 - 2015/2016 10,082
 - 2017/2018 7,118

Project outcomes

- 177% **increase** in the number of e-forms completed by customers
 - 10,297 2016/2017
 - 28,559 2017/2018
 - Projection for 2018/2019 based on take up so far is over 40,000 online forms



Project outcomes

- 6% increase in telephone calls
 - 2015/2016 113,517
 - 2017/2018 134,349

- Care and Repair and Careline calls transferred to the CIC in April 2017 and 12,401 calls have been received so a **net** increase in calls of 6%



Context

- OneVu is one part of a large project for digital transformation
- Major changes to how we deliver services
- Ground floor now let to DWP
- Area offices have been closed
- Driving enquiries to telephone and online
- Challenge now is to reduce the telephone calls
- Need customers to self-serve



Moving forward

- Customer demand and expectations continue to grow
- They want responses to their enquiries within hours
- Looking into multi-media contact centre solution to handle different types of enquiries
- Technology needs to drive how we deliver services



Our approach

- Put as many services online as possible and encourage people to use them
- How accessible do we make our services?
- Some councils have taken more direct action
- Examples
- Appetite for change



- Questions?

