

## CABINET MEMBERS REPORT TO COUNCIL

28 July 2016

### **COUNCILLOR N J DAUBNEY - CABINET MEMBER FOR PERFORMANCE**

For the period 1 to 19 July 2016

#### **1 Progress on Portfolio Matters.**

##### **Digital Communication.**

Significant financial savings can be made alongside improved customer service if we drive “channel shift” constructively and effectively.

I have attended LGA courses regarding digital leadership and several seminars led by the Cabinet office who have led the way with government initiatives such as Gov.uk.

The head of our Customer Information Centre has led the policy of introduction within this Council.

Some members may have heard of “Channel Shove” This is where an organisation will “drive customers “down a particular route of contact, often against their wishes and force a system to meet the efficiency needs of an organisation. CHANNEL SHIFT is a designed process of introducing efficiency taking into account the knowledge and instinctiveness of a customer. It will lead to change in procedures and contact, but done properly it should give the customer/clients a better experience and feedback information more effectively.

For example, ensuring that our website is easily understood, and easy to use on a variety of devices

Below is a bullet pointed summary of progress to date:

- The new website is undergoing user testing and should go live on the 28<sup>th</sup> July 2016. The website has a responsive design so will work equally as well on mobile devices as on a laptop or pc
- 86% of all new benefit claims are made online
- The CIC introduced Online Support Officers to assist customers to self-serve when they visit the offices. Appointments are offered to customers who need to speak to an officer directly
- The new online customer account ‘OneVu’ is being tested and we plan to launch it during the autumn of 2016. This will enable customers to view personalised information and submit service requests and track their progress online. Forms will be pre-populated with a customer’s personal details so they won’t need to key this in
- The new revenues online forms and the benefits change in circumstances

online form are in the process of being thoroughly tested

### **Communication**

Just as our internal and customer facing procedures change, then so do the tools and techniques we use to communicate with the media and public. We do still issue press releases and they continue to have a place in dissemination of information. However for some considerable time now we have been using on line communication and social media to great effect.

This maintains the council initiative in dissemination of news and information.

Feedback from the media and public regarding the standard and quality of of information and bulletins broadcast by use of “social media” is most encouraging.

## **2 Meetings Attended and Meetings Scheduled**

Attended Since 30<sup>th</sup> June

RAF Marham  
College of West Anglia Corporation  
College of West Anglia “Topping Out Ceremony” University Centre  
Associated British Ports Conference and address  
Springwood School Politics Awareness Day  
Civic Society representative  
Cabinet Sifting  
Audit Committee  
Corporate Performance Panel