

Connected to Our Customers – Digital transformation and community engagement briefing 02/10/18

New website

Our new mobile responsive website procurement process has now concluded and we appointed Zengenti on the 28th September;

The new website will focus on better customer journeys and include more self-service and self-assessment options. This will take the pressure off our Customer Service Centre (CSC) so we can spend more time with customers who need our extra help.

Councillor Rob Broom has organised a member engagement group to be involved every step of the way of the web development project. Our first meeting on 24th October will focus on design and our website testing and engagement strategy.

HCC have offered to run a user research workshop for us - setting us up with the same tools they recently used for the launch of their website – this would enable us to involve up to 500 volunteers (staff, customers and members) testing the website remotely.

We also plan to run some face-to-face user testing sessions.

At the end of Q3 we will be running some assisted digital workshops for our CSC so they are equipped to support our 'less digitally confident' customers better.

We will also support our community engagement team to promote 'internet clubs' see attached guidance. We will also work closely with our housing team and other services to identify where we can promote digital assisted support and improve digital inclusion in our communities.

We plan to have a live new website in June 2019.

Consultation portal

We will also have a consultation portal in the new website and we hope to scope this in October. Please feedback your requirements to me as soon as possible. HCC who use the same web provider have developed the below solution that we could replicate quite efficiently:

<https://www.hertfordshire.gov.uk/Consultations>

Consultations | Hertfordsh x

https://www.hertfordshire.gov.uk/About-the-council/

Home Our services About the council

Hertfordshire Search... Hertfordshire County Council

About the council Consultations

Consultations

We want to know what you think about the issues that matter to you.

We run consultations on a wide range of new ideas, proposals and reviews so that you can have your say on the decisions that we make.

Sometimes consultations will take the form of face to face conversations, focus groups, invitation only or are publicly available to anyone to have their say.

We aim to follow up and publish a response to each consultation that summarises the wider views of the public and the decisions that they inform.

Help to shape our services

We're looking for volunteers to join our:

[Citizen's Panel](#) - give your views on local issues and council services. You'll help to influence council decisions and matters that affect you.

[Website testing panel](#) - see early versions of council web pages and services. We'll use what you say to make improvements.

Open consultations

[ACS Information and Advice Strategy 2018-2021](#) >

We welcome your views on the ACS Information and Advice Strategy 2018-2021

[Baldock Station, Baldock, proposal to install pedestrian Crossing](#) >

We welcome your views on the proposal to develop pedestrian facilities at Baldock Station, Baldock.

[Draft Hertfordshire Cybercrime Strategy Consultation](#) >

We invite your views on our Cybercrime Strategy

[Hertfordshire's Learning Disability Strategy 2019 – 2024](#) >

We are proposing how we can make things better for adults with learning disabilities in Hertfordshire.

[Permanent expansion of St Peter's Primary School, Cottonmill Lane, St Albans Consultation](#) >

We invite your views on the permanent expansion of St Peter's Primary School as part of the Primary School Expansion Programme

Closed consultations

- Adult social services
- Children's services
- Our budget
- Environmental

Digital Platform

Whilst the above developments are very much customer facing we will also be doing a lot of work behind the scenes in the next 18 months and beyond. The tool our CSC uses to log and track customer enquiries and requests (CRM) will not be a secure supported system in 2020, so we are replacing it next year. This is a great opportunity for us to review all our processes and make sure we're working in the most efficient way with our new system. This will not only generate efficiencies in CSC but will also identify where we can easily bring more customer contact into the CSC from our back-office services.

At the end of next year we plan to have a customer account linked to our new CRM where customers can access all their SBC accounts with a single sign on.

Our Environmental Service Team will also be implementing a new back-office system next year; this will connect people delivering services in the community who will then be able to respond in 'real time' to customer requests. One of the advantages of this new technology is that it will enable better management of waste collection routes using 'in-cab' technology. For example, a customer will go to the website to report a missed bin and in 'real time' they will be told if their round has been collected or is delayed, minimising unnecessary reports. If there is a genuine missed collection it will generate a recollection request to the nearest vehicle.

We plan to involve customers and members in testing and evaluation at regular stages during all these new developments.