

# CUSTOMER EXPERIENCE STRATEGY OVERVIEW 2019-2022

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Oxford City Council



# SUMMARY

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At Oxford City Council  
our customer are at  
the heart of  
everything we do.

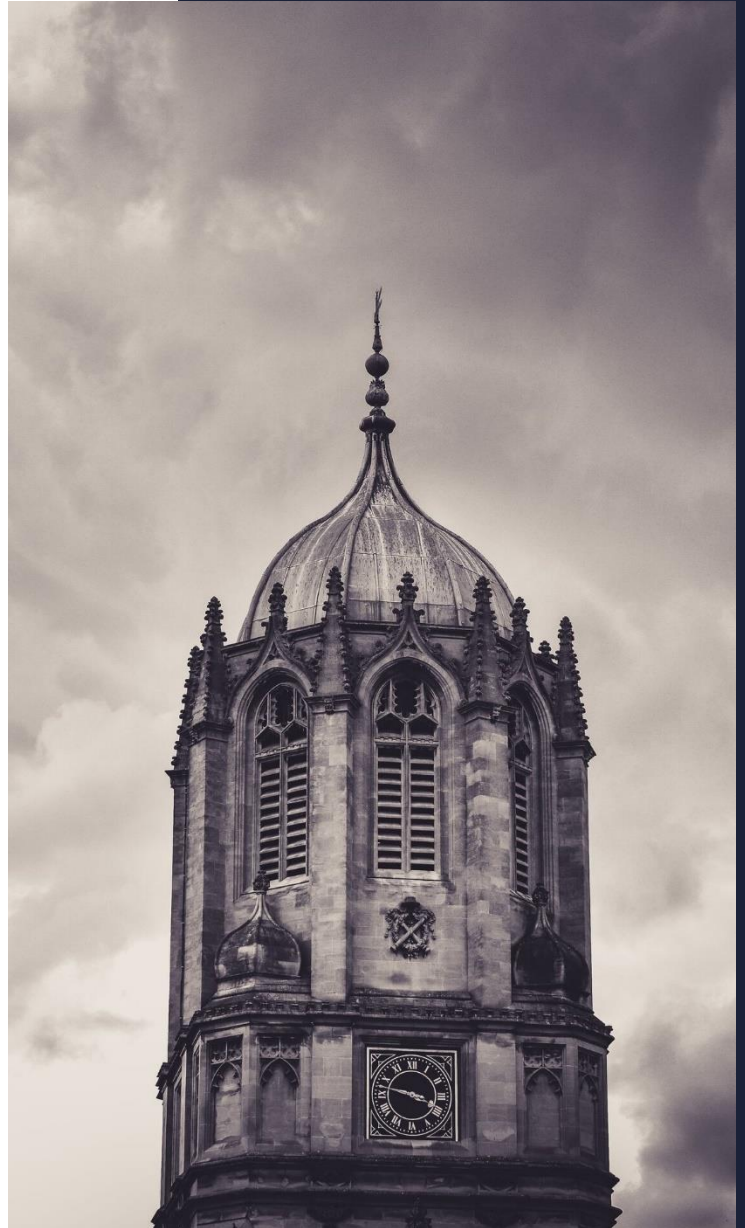
In a 24-hours a day, 7 days a week  
connected world, being responsive to  
customers is a must in any  
organisation that provides services.

During 2019 Oxford City Council  
embarked on a series of improvements  
- enabling it to respond to change,  
quickly. Our focus is on modernising  
and enabling the Council to better meet  
customer needs.

The Customer Experience Strategy  
brings together the Customer, Digital  
and Technology strategies and is  
designed to make a difference in the  
places where it matters the most,  
putting customers at the heart of  
everything we do. It will meet the  
needs of our customers by giving  
them:

- Full control about how and when  
they contact us.
- Access to targeted services they  
need created by improved data  
analytics.
- Services that are responsive,  
modern, accessible and inclusive.

We will do this by adopting a 'Whole  
Council' approach, where every part of  
our organisation will consider how the  
work they do touches our customers and  
how to improve our services holistically.



## KEY ELEMENTS OF THE CUSTOMER EXPERIENCE STRATEGY

### CUSTOMER EXPERIENCE

Our aim is to provide holistic customer focused solutions that work across all services. Solutions that are responsive, offer choice in the way customers can contact us and are available 24/7.

We will be investing in:

- Mapping the customer journey with input from customers.
- Customer experience training
- Management development, specifically how to manage remote teams.
- Streamlining our processes.
- Collaboration tools allowing us to communicate effectively with our customers wherever they are.

### DIGITAL

Our aim is to modernise the current systems and processes we use, making them more intuitive, easy to use and automated where needed for both customers and colleagues.

We will be:

- Providing digital skills training for colleagues and customers.
- Redesigning our website.
- Redesigning our intranet.
- Developing new online forms.
- Automating our electronic processes.
- Creating ways to share data with communities to better serve them.

### ICT

Our aim is to better equip our colleagues with tools and systems that enable them to respond to customer needs, working flexibly in a secure way.

We will be:

- Providing new laptops, desktops and phones to colleagues and members
- Replacing our payment systems.
- Improving our Wi-Fi provision.
- Upgrading our digital security.
- Reviewing our legacy systems.
- Introducing new communication and collaboration tools for colleagues.

BY DELIVERING THESE KEY ELEMENTS WE WILL

INCREASE  
CUSTOMER  
CHOICE  
AND  
SATISFACTION

CREATE A  
CULTURE OF  
'CUSTOMER  
FIRST'

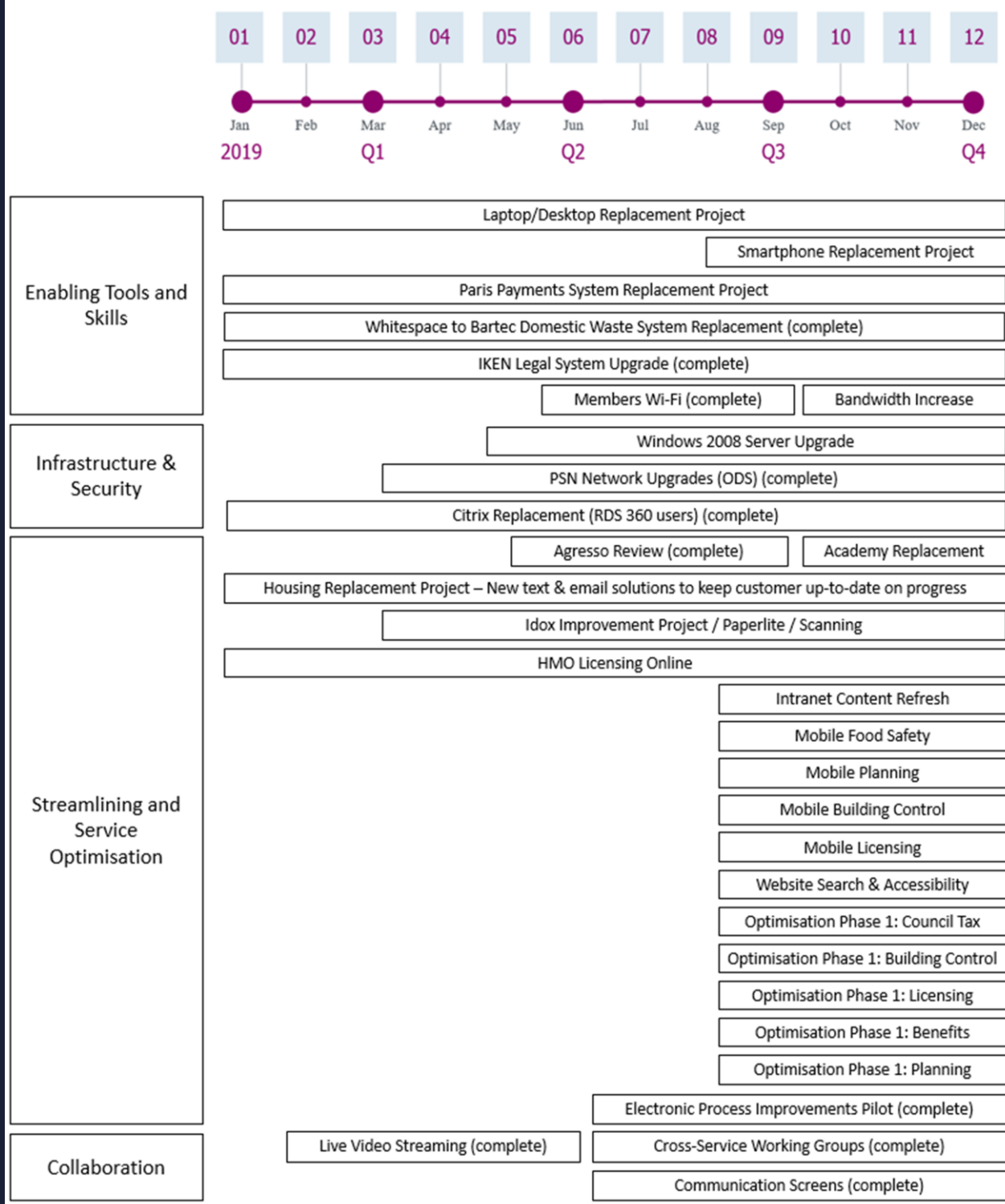
PROVIDE  
MODERNISED  
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WORK  
EFFICIENTLY  
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TOOLS FOR THE  
JOB

## Customer Experience Strategy Timeline - 2019



### Customer Digital Awareness Sessions

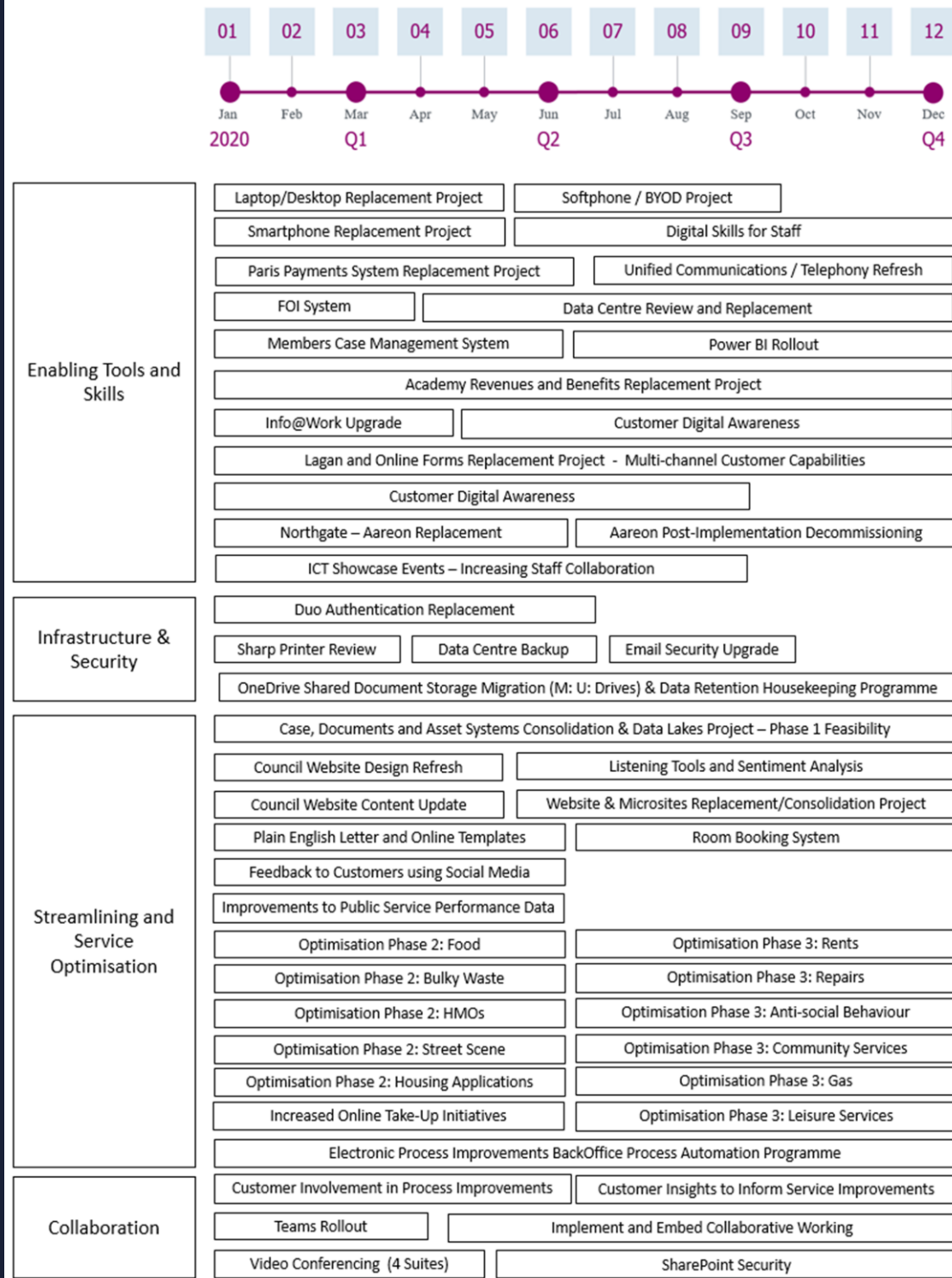
- Develop the digital skills confidence of our customers
- Raise awareness of what the internet has to offer
- Motivate customers to visit our website and use our online services

### Increased Online Take-Up Initiatives

- Provide customers with a wider choice in the way they access services
- Increase customers self service
- Reduce call volume



## Customer Experience Strategy Timeline - 2020



### Customer Experience Toolkit Rollout

- Provide staff with the customer service skills needed to deliver great service
- Embed great customer service to a consistent standard across the council
- Use the skills to improve service delivery

### Digital Listening Tools and Sentiment Analysis

- Develop our reputation through social media messages and initiatives based on analytical data that monitors opinion and emotion
- Gather appropriate customer insight and then use it to inform service improvements
- Measure the customer experience in a meaningful way to continuously improve services

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