



# Citizen Experience Readiness Model & Self-assessment Tool

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CITIZEN EXPERIENCE  
**FIT FOR THE FUTURE**

# Citizen Experience strategic principles



Our CEX Strategy sets out ambitious outcomes under 4 key principles, which align with those of Customer Service Excellence:

**Citizen Focused**  
**Positive Citizen Experience**  
**Inclusive Access**  
**Getting It Right First Time**



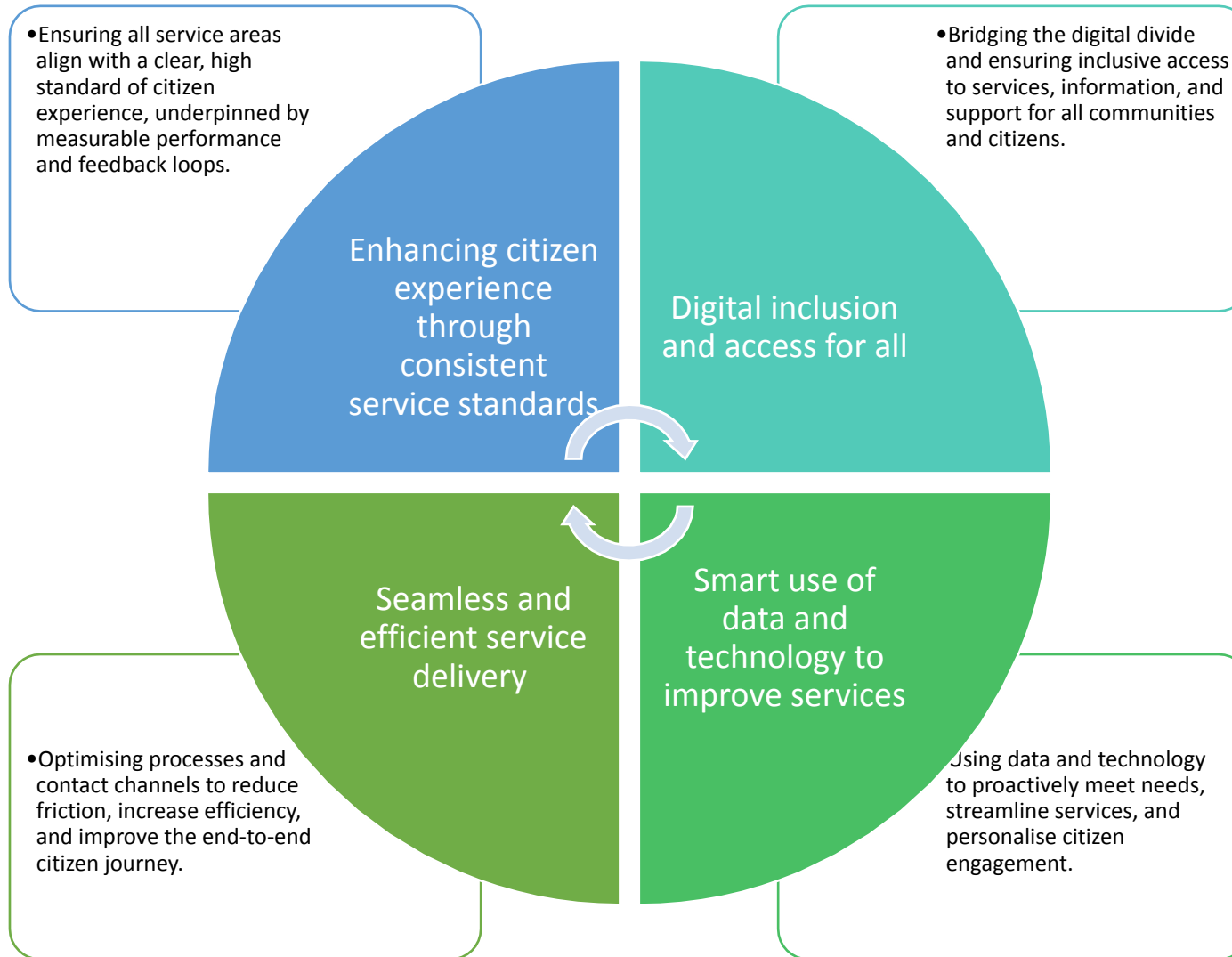
The 4 focus areas in the CEX Readiness Review Model support one or more of these principles and relate to the organisation's CEX Strategy Action Plan.

# Overview of the model and tool

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- Developed in 2024 in response to a challenge received as to how the CEX Strategy translates to Service Delivery.
- The Readiness Model has four focus areas to help galvanise delivery of the current strategy and action plan across the organisation.
- It is supported by a self-assessment tool for teams/services to measure the current state and desired future state against each of the focus areas. This will help identify strengths and areas for further action.
- The focus areas for 2025-27 are:
  - Enhancing citizen experience through consistent service standards
  - Digital inclusion and access for all
  - Smart use of data and technology to improve services
  - Seamless and efficient service delivery

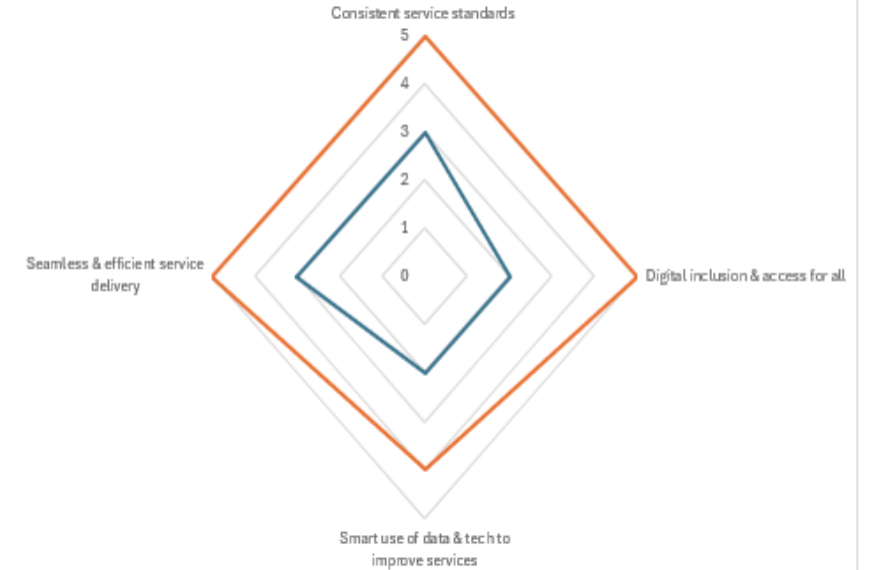


# CEX Readiness Review Model

# CEX Readiness Self- Assessment Tool

## CEX Readiness Self Assessment Tool

		Current	Desired
1	Consistent service standards	3	5
2	Digital inclusion & access for all	2	5
3	Smart use of data & tech to improve services	2	4
4	Seamless & efficient service delivery	3	5



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