

Digital Customer Strategy Update Report – March 2025

Introduction

- Adoption of Digital Customer Strategy
 - Implemented by the council in December 2023
 - Aims to prioritise customer needs
- Goals of the Strategy
 - Improve user experience
 - Guide service development and delivery
- Importance of the Strategy
 - Focus on customer-focused services
 - Emphasis on excellent customer and digital service
 - Promote digital equality

Pre-Adoption Work

- Gateway for Non-Standard Service Requests
 - Agreement process for non-standard service requests
 - Managed by Strata IT Service Solutions
- BYOD Process Implementation
 - Developed and rolled out to testers
 - Implemented in SMB and OMB
- Contact Us Form Improvements
 - Enhanced form on ECC website
 - Customers can select from common enquiries
- Pre-Digital Customer Strategy Work
 - Microsoft 365 rollout to all staff

Ten Goals for the Digital Customer Strategy

- Goals and Outcomes
 - Strategy includes ten goals
 - Covers all elements of digital customer service
 - Detailed outcomes for each goal
 - Priority actions specified for each goal
 - Refer to Appendix A for more details



Creation of Dedicated Teams

**Stephen
Clayton**

Head of Service,
Customer and
Communities

**Andrew
Hopkins**

Head of Service,
Digital and Data

- Formation of New Teams
 - Customer and Communities team
 - Digital and Data team
- Recruitment Timeline
 - New Heads of Service recruited in November 2024
 - Additional staff recruited in Spring 2025
- Key Positions
 - Consultation and Engagement Manager
 - Customer Experience Manager
 - Data Analyst
- Collaboration with Strata
 - IT service solutions and transformation company

Adoption of Strata Business Plan and Enablers

we are
your
transformation
partner

This is the
Strata
business plan
for 2024/25

Version 1.8
Date issued: 20 December 2023

1: New End User Computing Model

- Transforming user experience
- Phasing out Global desktops

2: Contact Centre and Telephony

- Replacing Skype with Teams Telephony

3: Customer Relationship Management (CRM)

- State of the art platform for all customer contact

4: Enterprise Middleware Architecture (EMA)

- Data warehouse from which we will get a single view of the customer

5: SharePoint

- Replacement for the intranet and document management system

6: Bookings

- Provides the ability to book appointments and playing pitches

7: Notifications

- Provides updates and reminder to customers for example missed bin

8: Website Content and Chatbot

- Enable more online self-service and resolution at first point of contact

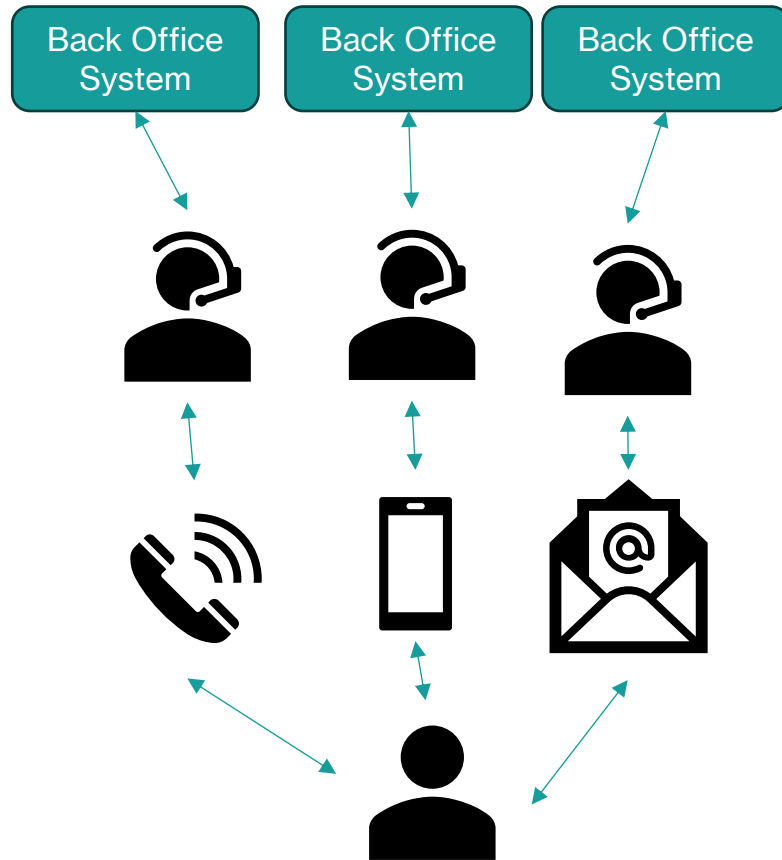
Joined-Up Channels

Process	Demand / Usage
Bin Reminders	4,735 current subscribers
Bulky Waste Collections	2,096 annual collections
Order a New or Replacement Bin	4,187 cases per annum
Report a missed bin	10,672 cases (9,602 online, 1,957 via Customer Services, 1,070 via Bartec)

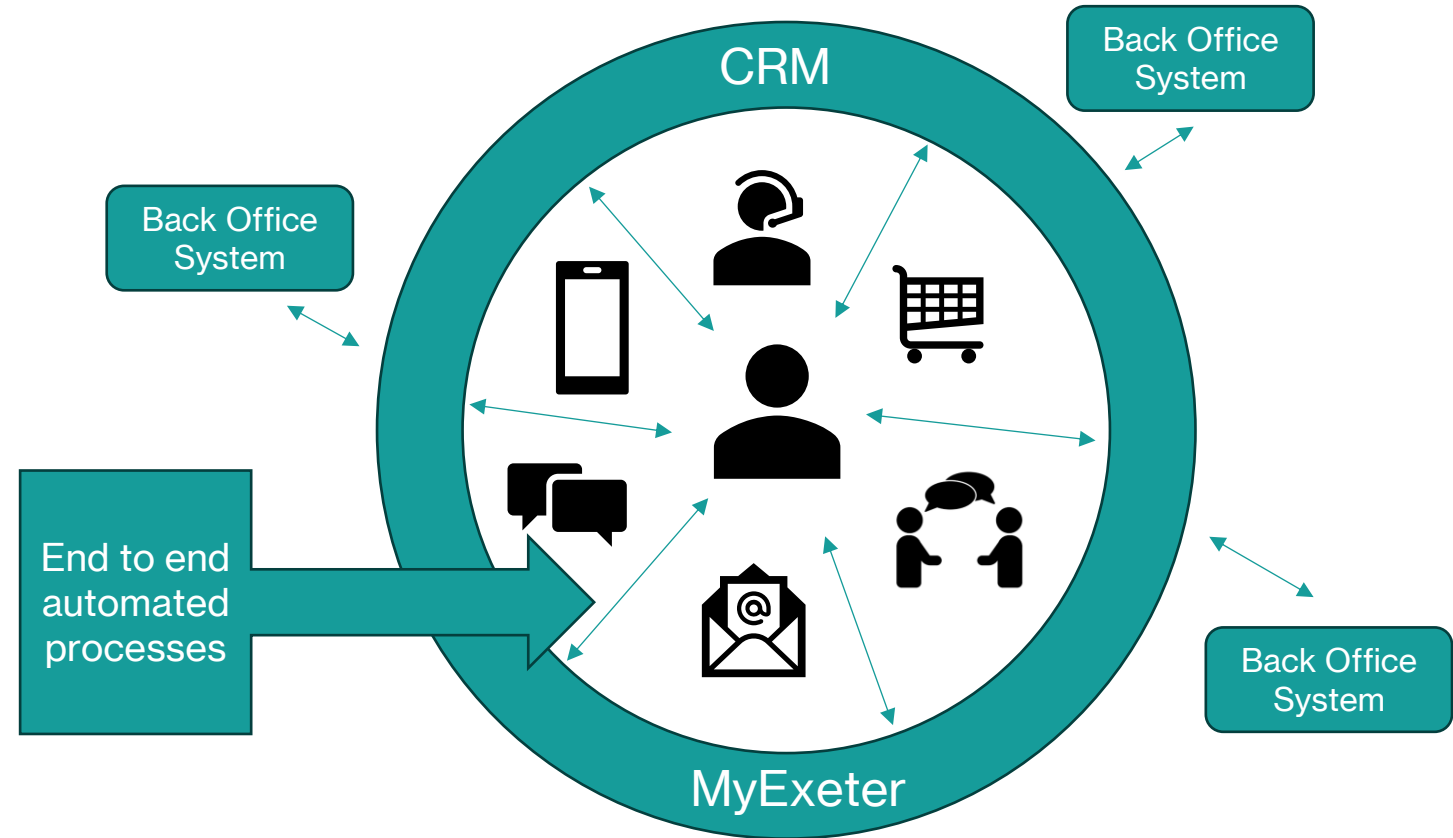
- Importance of Joined-Up Channels
 - Enhances customer interactions
 - Provides a single platform for multiple services
- MyExeter Platform
 - Significant step towards joined-up channels
 - Plans to integrate additional services
 - Chosen processes based on usage data and quick wins
- Garden Waste Process
 - First process added to MyExeter
 - Next processes from Waste Management service
- Quick Wins
- Communications Plan

A Seamless Customer Experience

Fragmented Customer Experience



Joined Up Customer Experience



Launch of MyExeter

Log in to MyExeter

If you have already created a MyExeter account, you can log in now.

Email address *

Password *

Sign in



[Forgot your password?](#)

See our [privacy notices](#) for details on how we manage personal information.

Register for MyExeter

MyExeter is a new customer account where you can:

- Sign up to our garden waste collections service
- Access your account in our Tenant Portal (for council tenants)


Registering is quick and easy, and as an account holder you'll be able to log in at any time of day that suits you. We've introduced MyExeter as part of improvements we are making to our online services. New services will be added frequently and you will be able to track the progress of your requests.

Register







- Introduction of MyExeter
 - New digital front door for the council
 - Went live in January 2025
- Initial Service
 - Garden Waste subscription service
- User Experience
 - Seamless and user-friendly
 - Positive initial feedback
- Future Plans
 - Dedicated communications plan for sign-up
 - Move from Digital and Data to Customer Support business as usual
 - Expansion of services in 2025

A Seamless Agent Experience



Mr David Sercombe
56,
Newton Abbot, TQ12
United Kingdom,

 Self Account Created
 No D.O.B. given
 07816
 @gmail.com

[+ Raise Case](#)

Summary

Service Overview

Summary

Details

Cross References0

Tasks | Cases0 | 11

Relationships0

Notes1 | 0

Messaging0

Service Summary

Waste Summary

What collections does my property have?

Garden (240L)
Recycling (Box Black)
Recycling (Box Green)
Recycling (Food Basket)
Recycling (Sacks Paper)
Refuse (180L)

Why was my bin missed?

No missed bin collection events recorded

Do I have a Garden Waste subscription?

Yes, you have a subscription which renews on 31 August 2025 (Permit printed on: 07 August 2024)

When is my Garden Waste collection?

Your collection is every other Monday

Am I registered for assisted waste collections?

No, you are currently not registered for assisted waste.


When are my next bin collections?

31 March 2025 - Refuse, Recycling
07 April 2025 - Garden, Recycling

Have I any Bulk Waste collections

No, you do not have any bulk waste collections due

Customer Contact in One Place



Mr David Sercombe

56, Newton Abbot, TQ12 United Kingdom,

Self Account Created

No D.O.B. given

07816

@gmail.com

+ Raise Case

Summary

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0

0 | 11

0

1 | 0

0

Latest 3 cases

Search

search...

Reference	Type	Current Stage	Status	Created	Created by	Completed by
FS-Case-609410662	Miscellaneous Enquiry (Environmental Health)	N/A	Closed	26/04/2024 13:06:22	@gmail.com	
FS-Case-593788413	Miscellaneous Enquiry (Environmental Health)	N/A	Closed	08/03/2024 13:18:49	@gmail.com	
FS-Case-586363409	Miscellaneous Enquiry (Planning and building control)	N/A	Closed	13/02/2024 09:58:07	@gmail.com	

Showing 1 to 3 of 3 entries

Update Details

Change Address

Caution

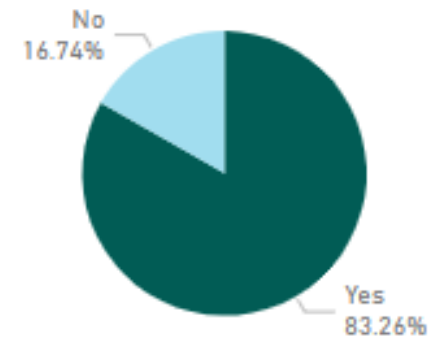
Alerts

Better Customer Data

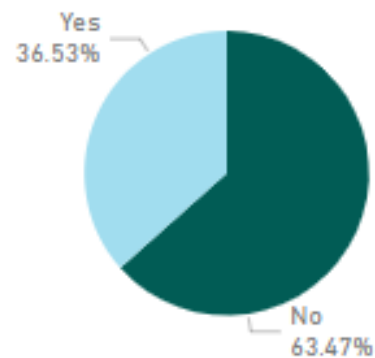
Enquiries by type

Function/activity/transaction	Enquiries
Council Tax	9475
Waste Management	2912
Housing Benefit	2353
Housing	2036
Parking	66
Information Management	41
Council Property	24
Other Services	8
Environmental Health	2
Leisure and Culture	2
Planning and Building Control	1
Total	16920

Resolved on first contact?

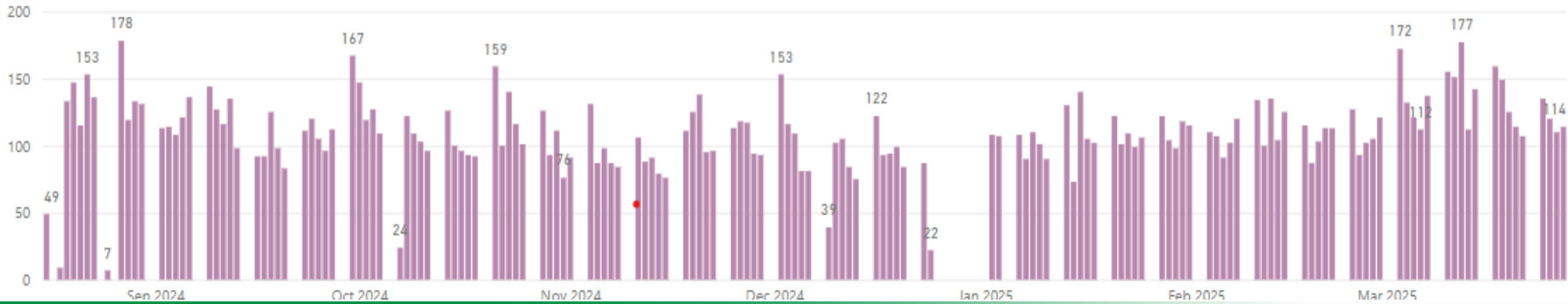


Was contact avoidable?



Number of enquiries

Number of enquiries by date



Next Steps in improving Customer Experience

- Develop ways of proactively notifying customers of service issues, such as missed bins, before they contact us
- Improve engagement with customers around service design and barriers to accessing service
- Moving towards a single online offer that links engagement activities, MyExeter and Newsletters and Bulletins subscriptions, along with personalised information relevant to that customer
- Adding more services to both MyExeter and the internal Customer Relationship Management (CRM) system
- Testing new Chatbot in the contact centre
- Linking the new telephony system so that customer information pops up based on their phone number/email address etc.

Telephony and Contact Centre Solution



- Review and Rationalisation of Contact Information
 - Ensured simple and easy customer journey
 - Promoted One Front Door approach
- Transition to Teams Telephony
 - All staff transferred from Skype to Teams by February 2025
 - Customer Services now control administration
 - Routing, in-call messaging, and opening hours managed by Customer Services
- Implementation of New Contact Centre Platform
 - Nice CX One procured in December 2024
 - Scheduled to go live in Exeter in Spring 2025
 - Phased implementation delivering measurable benefits
 - Single omnichannel solution (chat, telephony, online)

Development of a Customer Charter

- Customer Charter Development
 - Involvement of Councillors and customers
 - Scheduled for 2025
- Standards for Customer Experience
 - Consistent service quality
 - High-quality customer experience
- Data for Improvement
 - Part of Corporate Performance Framework
 - Applicable across all service areas
- Fostering Excellent Customer Service
 - Broader effort within the council

Efficient Processes

- Projects in Key Service Areas
 - City Development, Parks and Open Spaces, Waste Management
 - Reviewing processes and website content
 - Exploring digitalisation for service enhancement
- **City Development Transformation Project**
 - Delivering outcomes in the Digital Customer Strategy and become an exemplar of excellent digital and customer delivery
 - Collaborating with national initiatives and integrating best practices
 - Embed the Uniform (IDOX) system within the service
- **Rapid Impact Team Initiatives**
 - Project Feedback and Action Plans

Secure Data

- Secure Data Measures
 - Top priority for the council
 - Implemented to safeguard data and protect privacy
 - Regular audits and assessments by Strata
- Cyber Assessment Framework (CAF)
 - Tool for achieving and demonstrating cyber resilience
 - Consists of objectives, principles, outcomes, and indicators
 - Assesses management of cyber risks to essential functions
- Key Aspects of CAF
 - Decision Making: Led and supported at senior level
- Staff Training and Phishing Test



Customer-Centric Design



- Importance of Customer-Centric Design
 - Designing services with the customer in mind
 - Actively seeking customer feedback
- Website Improvements
 - Enhancing user experience
 - Gathering customer advice
- Consultation and Engagement Manager
 - Discussing implementation strategies
 - Integrating feedback into business practices
- Customer Charter Development
 - Key initiative for meeting customer expectations
 - Ensuring customer satisfaction and exceeding expectations

Continuous Improvement

- Commitment to Continuous Improvement
 - Regular reviews and assessments
 - Identification of areas for improvement
 - Implementation of necessary changes
- Transparency and Accountability
 - Progress report on the strategy
 - Example of council's commitment



Capital Investment

- 2023/24 Capital Allocation
 - £288,989 allocated to support the emerging Customer Digital Strategy
- 2024/25 Capital Investment
 - £1,139,340 invested to support the delivery of Enablers within Strata Business Plan
- 2025/26 Approved Capital Investment
 - £452,758 additional capital investment approved



Conclusion

- Dedicated capital funding
 - Enabled the Digital Customer Strategy
- New bespoke teams
 - Customer and Communities team
 - Digital and Data team
- Launch of MyExeter
 - Enhances digital engagement
- Digital skills development
 - Promote digital skills
- Procurement of new state of the art telephony and contact centre solution
- Digital transformation
- Continuous improvement

Any Questions?