



THE DIGITAL OFFER

CUSTOMER SERVICE STRATEGY – THE STORY SO FAR



MEETING OUR CUSTOMERS NEEDS

I can deal with the council at a time that suits me

I am kept up to date with progress

Services are responsive

Information is clear, relevant and meets my needs

I only have to tell my story once

It's easy to find information, and complete transaction

I know what to expect



CURRENT CUSTOMER EXPERIENCE?

Personal budget
management

Care arranging

Blue Badge

Park and Ride
Holdall

Park and Ride
Holdall



Carer personal
budget

Museums pass

Adult Education
Course Enrolment

Registrar service - birth



Library services

Find a childcare provider

Apply for 3/4 year
old funding

Find a school

2 year old childcare
eligibility check

Apply for a school

Eligibility for
free school
meals

Apply for school
transport

Personal budget
management

Care arranging

Blue Badge

Park and Ride
Holdall

Park and Ride
Holdall



Carer personal
budget

Museums pass

Complexity, Cost and Confusion

Adult Education
Course Enrolment

Registrar service - birth

Find a childcare provider

2 year old childcare
eligibility check

Apply for 3/4 year
old funding

Find a school

Apply for a school

Apply for school
transport

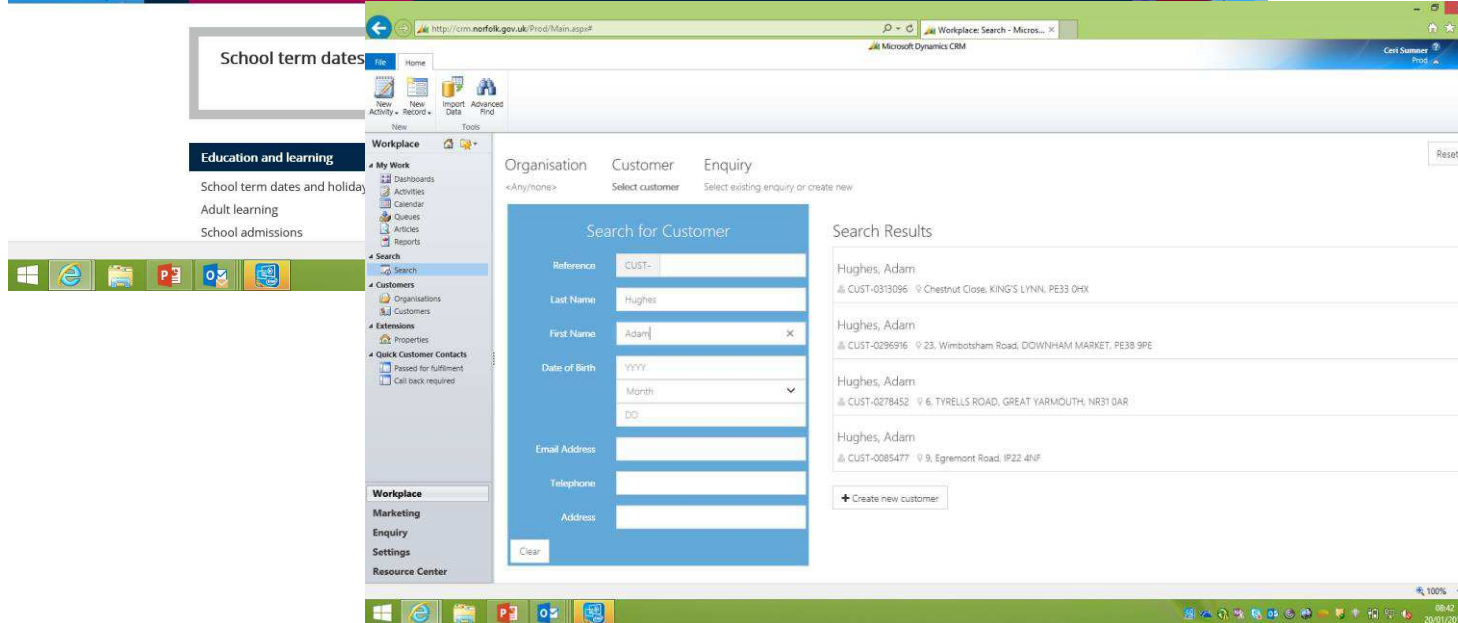
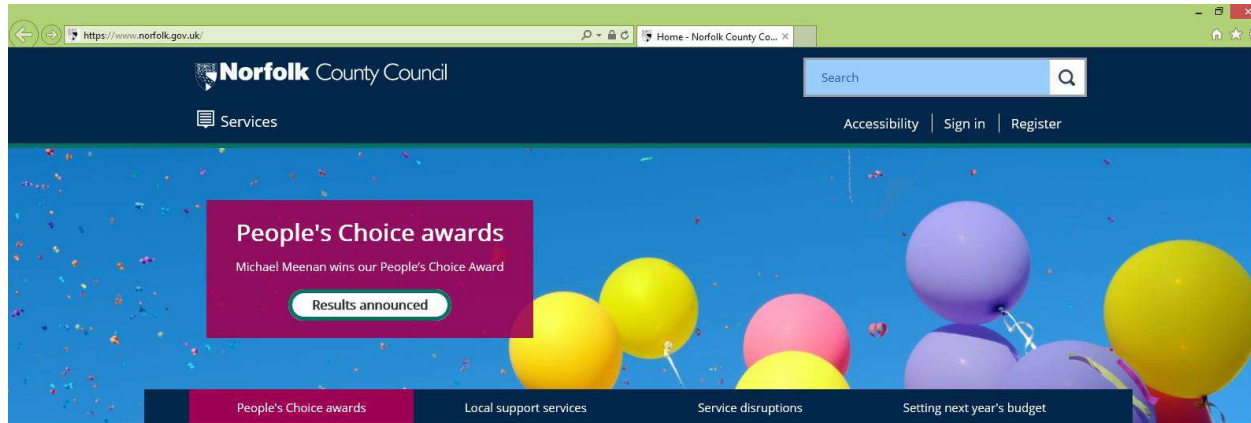
Eligibility for
free school
meals

RECAP ON THE CUSTOMER SERVICE STRATEGY

Themes of the Strategy

- Improved customer experience
 - services designed around customer need
 - enabling technology to provide an excellent self service offer
- Efficient customer access model
 - channel shift and single front door
 - consolidated web platforms and systems
 - reduced cost to serve
- Better customer insight
 - end to end visibility of customer interaction
 - and better MI to support planning and decision making

ENABLING TECHNOLOGY....



PARTNERSHIP WORKING



Joint
Development
Partnership



.....DELIVERING A WHOLE RANGE OF SOLUTIONS



CERTIFIED COPY OF AN ENTRY OF BIRTH

GIVEN AT THE GENERAL REGISTER OFFICE

Application Number _____ COL Number _____

REGISTRATION DISTRICT _____ County Name _____

BIRTH is the Sub-district of _____ Sub-district Name _____ in the _____ County Name _____

Column	1	2	3	4	5	6	7	8	9	10
No.	When and where born	Name, if any	Sex	Name and surname of father	Name, surname and maiden surname of mother	Occupation of father	Signature, description and residence of informant	When registered	Signature of Registrar	Name entered after registration

Col. No.	Date of Birth	Place of Birth	Forename	Sex	Father's Forename and Surname	Mother's Forename and Surname	Father's Occupation	Signature, Description and Residence of Informant	When Registered	Signature of Registrar

SAMPLE CERTIFICATE

CERTIFIED to be a true copy of an entry in the certified copy of a Register of Births in the District above mentioned.

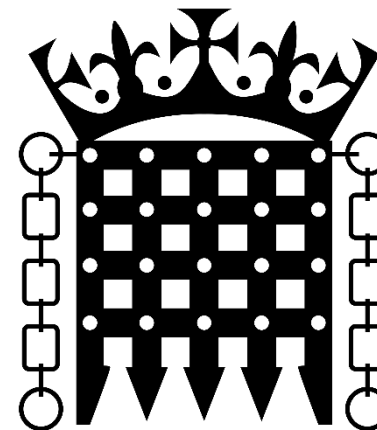
Given at the GENERAL REGISTER OFFICE, under the Seal of the said Office, the _____ Day _____ of _____ Month _____ Year _____

BXCC 000000

CAUTION: THERE ARE OFFENCES RELATING TO FALSIFYING OR ALTERING A CERTIFICATE AND USING OR POSSESSING A FALSIFIED CERTIFICATE.

WARNING: A CERTIFICATE IS NOT EVIDENCE OF IDENTITY.

508





In Good Company

No one should spend a lonely day in Norfolk if they don't want to.

Thousands of people in Norfolk are lonely. Loneliness can cause poor health and even lead to premature death. It can make people vulnerable to scams and fraud and increase their reliance on public services. But we also know that alleviating loneliness can help people lead independent, happier and healthier lives for longer.

Make a pledge to support the campaign today

We're asking people from all walks of life to show their support for In Good Company by making a personal pledge to do something, no matter how big or small, to help ensure that no one in Norfolk spends a lonely day if they don't want to.

- Perhaps you run a business and can give staff time off to volunteer, or donate to a local charity which is running loneliness-busting events
- Perhaps you are an individual and can spare time to volunteer with a charity, or invite a lonely neighbour for tea, or even just have a chat in the queue in your local shop
- Perhaps you already volunteer or support local charities
- Perhaps you can't get directly involved but want to show your backing for the campaign
- Perhaps you can't get directly involved but want to show your backing for the campaign

[Pledge your support](#)

Show your support on Twitter

When you've pledged, share your support on Twitter using #NoLonelyDay.

Tackling loneliness

To find out more about loneliness and to get some inspiration for ways you can tackle it, visit [Campaign to End Loneliness](#).

Coming Soon - In Good Company quality mark

The In Good Company quality mark will recognise the vast array of businesses, communities, voluntary and statutory organisations that run services or events for lonely people, or which support their work - for instance by encouraging employees to volunteer.

If you would like to register your interest in applying for an award, please email your full contact details to marketing@norfolk.gov.uk. Please provide the name of your local statutory organisation, postal address, website address if available and name of person to contact, and telephone number and we'll be in touch very soon.

Visit Norfolk Directory

There's a wealth of events, services and volunteering opportunities being run by hundreds of organisations across Norfolk which are committed to combating loneliness in the county - and which need your help and support.

Norfolk Directory is a free to use online resource.

If you're lonely and looking for things to do in your area, or you want to volunteer or show your support for a local charity, search the directory to find listings near to you. You could look for community and social groups or volunteering opportunities, for example.

If you are an organisation that runs events or is looking for volunteers, register today and add your events, services and volunteering opportunities to promote them to people in your area.

[Visit Norfolk Directory](#)

Find more volunteering opportunities

Search for more volunteering opportunities on these websites:

- [Doit](#)
- [Voluntary Norfolk](#)



#NoLonelyDay

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan) I've pledged to support the campaign to end loneliness in Norfolk today in #NoLonelyDay



Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan) I've pledged to support the campaign to end loneliness in Norfolk today in #NoLonelyDay

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)

Kevin Vaughan (@KevinVaughan)



Libraries



Find a library item

Browse the library catalogue
Ebooks, e magazines and audio
Reserve an item
More about Find a library item

Your library account

Join the library
Renew a library item
Lost or damaged library cards
More about Your library account

Your local library

Find your local library
Join the library
Mobile libraries
More about Your local library

Libraries for children, young people and schools

Under fives
Five to eleven year olds
Young people
More about Libraries for children, young people and schools

Library services

Library information service and online resources
Libraries mobile app
Printing and photocopying
More about Library services

What's on

Norfolk's Great Big Read
Events at Norfolk libraries
Get Digital
More about What's on



Tweets by @NorfolkLibs

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Great new titles for April

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

Norfolk Libraries (@NorfolkLibs)

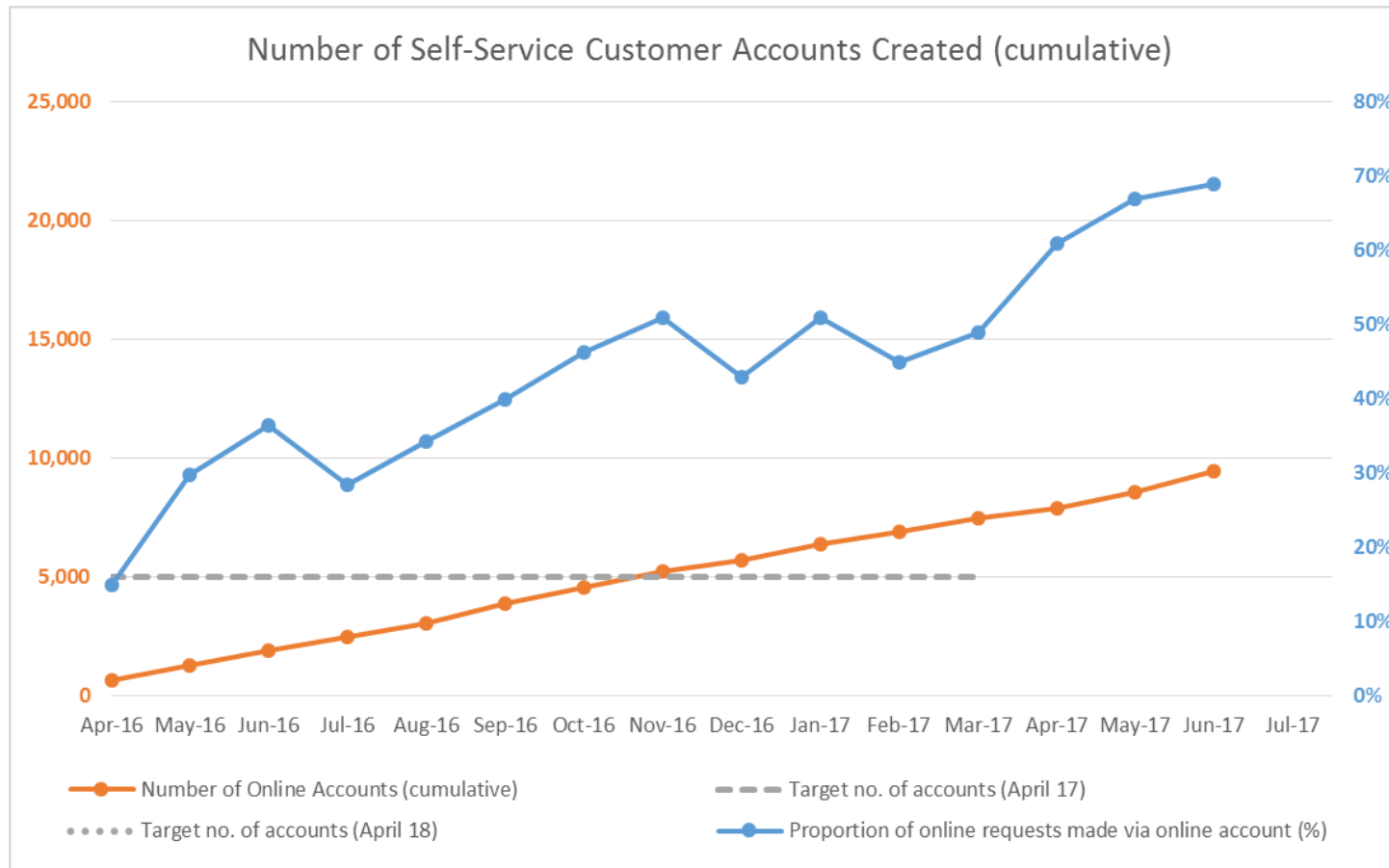
Norfolk Libraries (@NorfolkLibs)



NEW MUSEUMS ONLINE OFFER (7TH SEP LAUNCH)

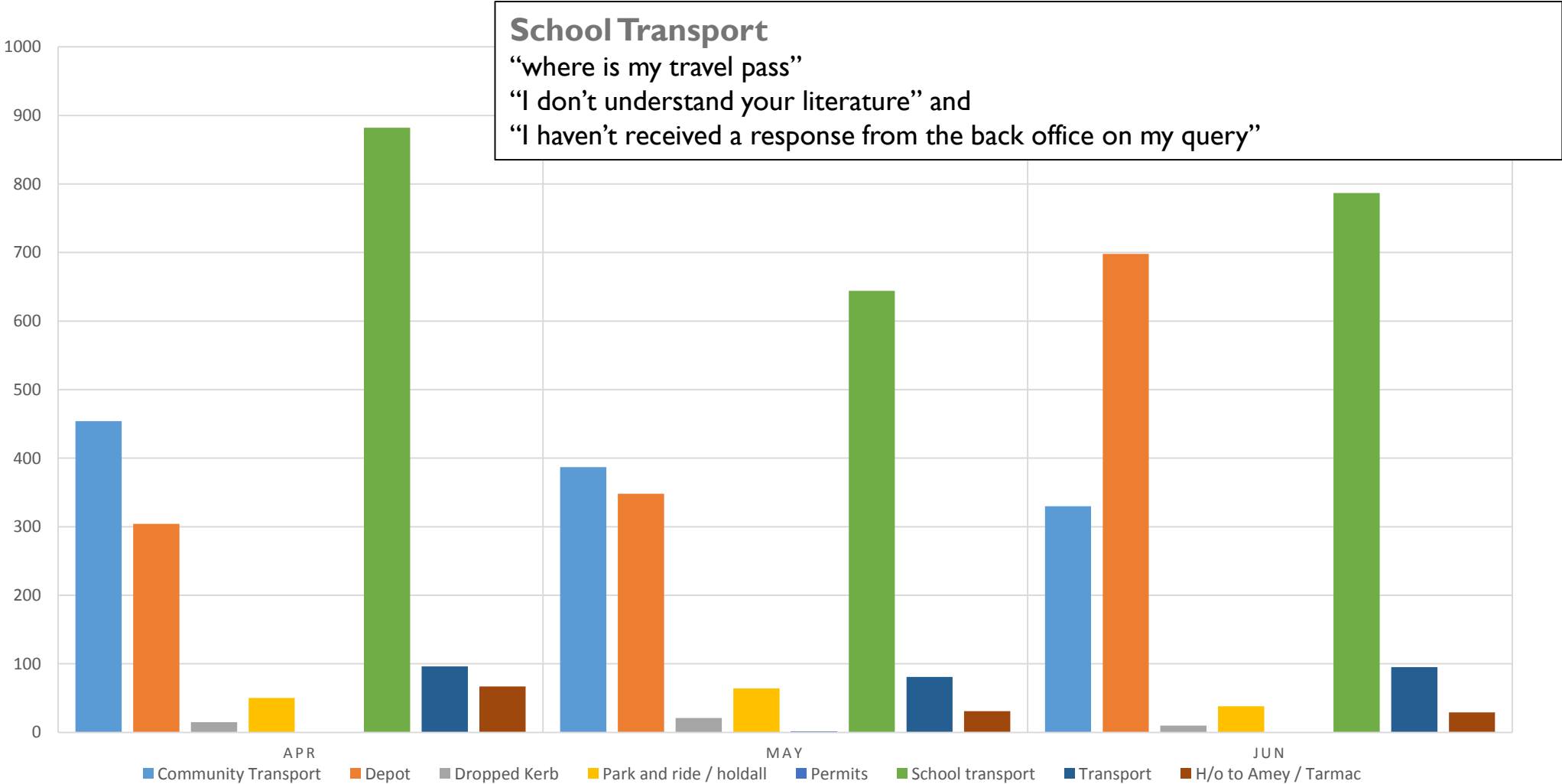


DELIVERING TANGIBLE CHANNEL SHIFT

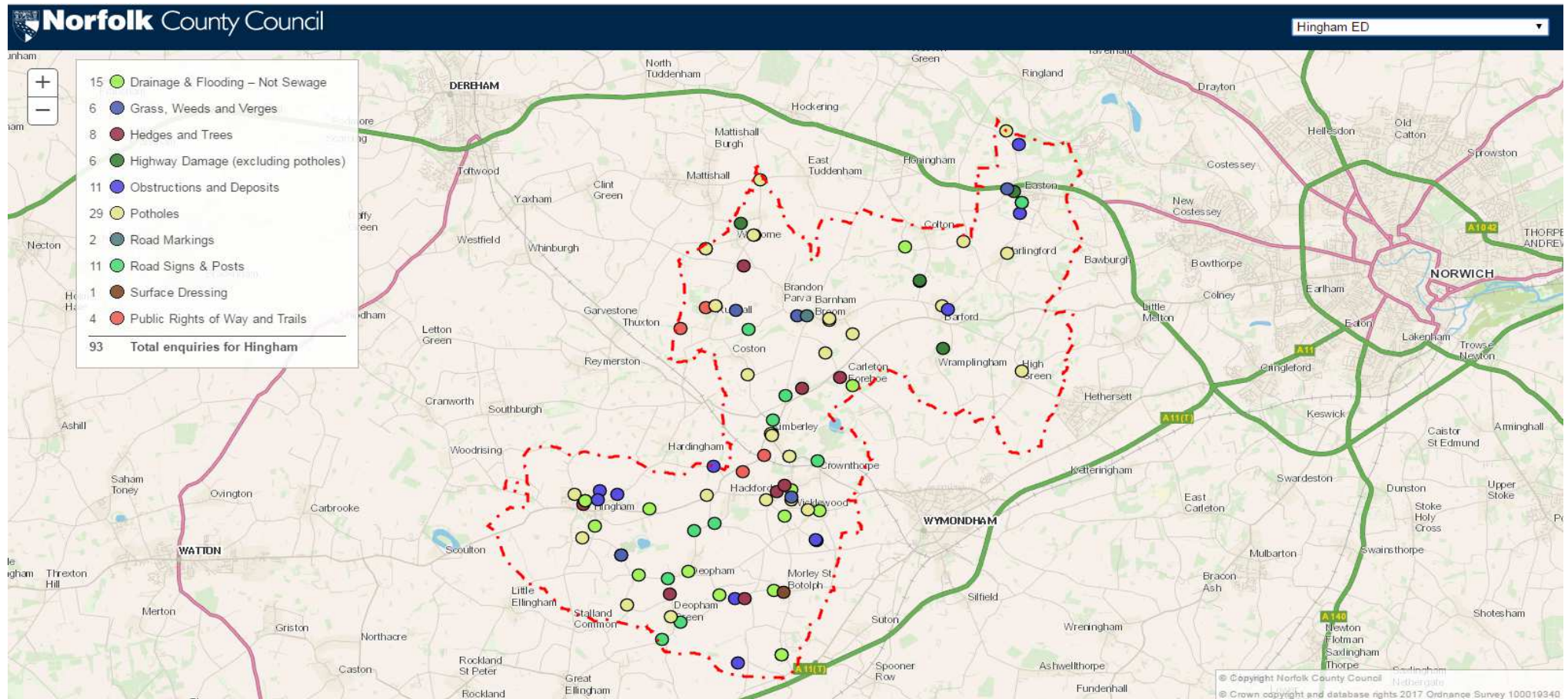


- Targets
- 5000 for year 1
- 20000 for year 2
- 200000 for year 3/4

DELIVERING FURTHER EFFICIENCY

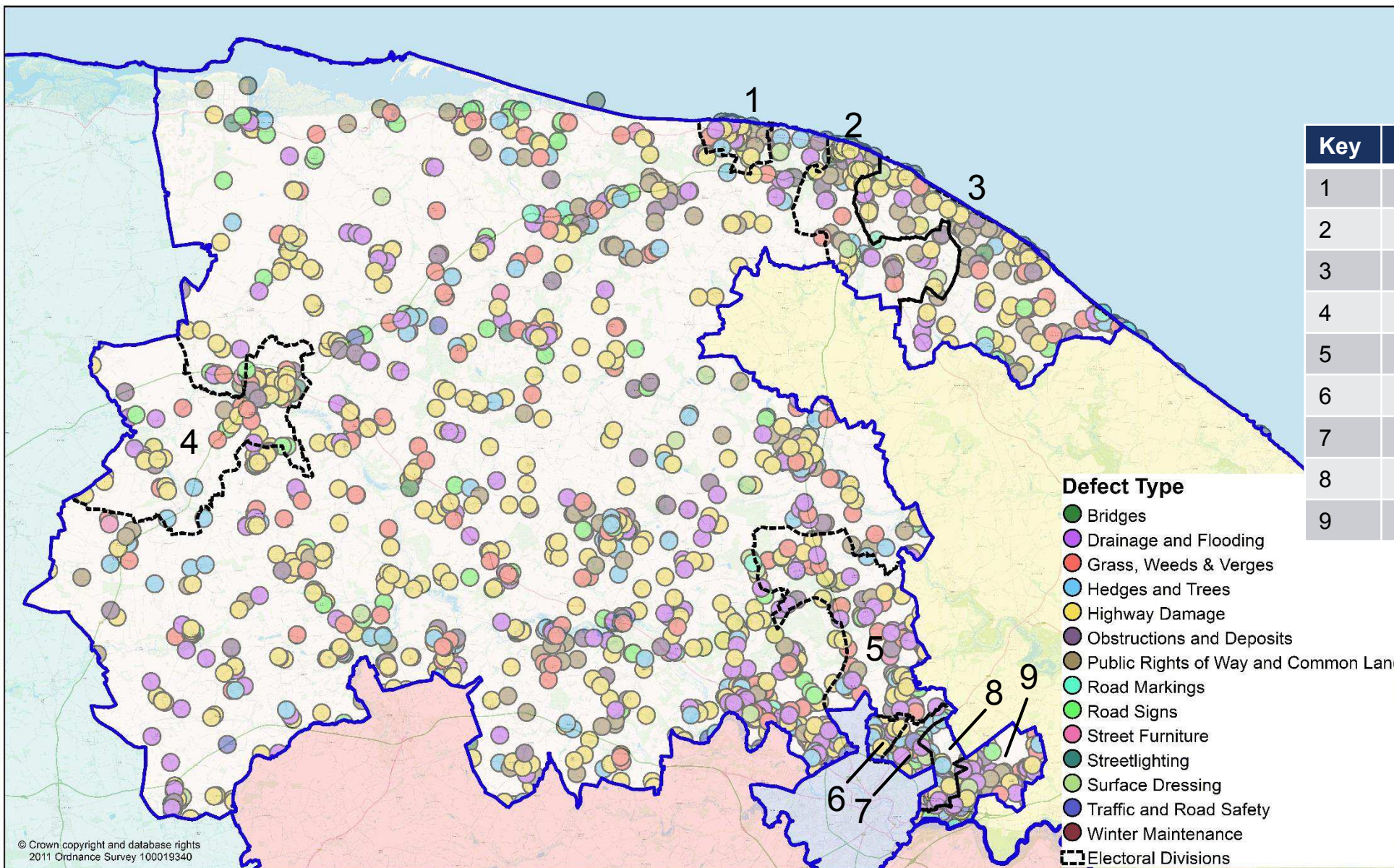


ACTIVE HIGHWAY DEFECTS BY ELECTORAL DIVISION



This supports Members and Parish Councils to report online and promote channel shift

North



Key	Division	Councillor
1	Sheringham	Hannah
2	Cromer	Cox
3	Mundesley	Northam
4	Fakenham	Fitzpatrick
5	Hevingham & Spixworth	Roper
6	Old Catton	Leggett
7	Sprowston	Ward
8	Woodside	Shaw
9	Thorpe St Andrew	Mackie





PERSONALISATION

This is Kayleigh – she has young children, below average income and a fair bit of time. She might be someone interested in events at our libraries.

We identified pages in the Children's Services section that a Kayleigh might look at, and tagged them. When she comes to the library home page the default can be something like this:

Norfolk County Council

Search

Services Accessibility Sign in Register

Home > Libraries, local history and archives > Libraries

Overdue items: We are changing the way we send out notifications about overdue items [Read about the changes](#)

Free books for under fives

If you have a child under 5, have you had a free Bookstart pack for them yet?

Bookstart packs

DVDs and games Free book packs Free kids events Free mobile app

Libraries

Norfolk County Council

Search

Services Accessibility Sign in Register

Home > Libraries, local history and archives > Libraries

Overdue items: We are changing the way we send out notifications about overdue items [Read about the changes](#)

Libraries mobile app

Search for books, reserve items, download ebooks and audio books and keep track of your library account

Get the app

Free mobile app Activities and events Download books and magazines Business libraries

SUCCESSSES SO FAR

- Rated four star by SoclTM for e-resources (previously 2 star for renew a library book), as well as numerous others
- We have passed the SoclTM accessibility testing (phase 1 and 2) for the first time
- Percentage of customer satisfied with our website has risen from 62% in Jan 2016 (prior to go live) to 74% in Jan 2017
- Good external stakeholder feedback
- The total number of online accounts (August 2017) is now over 10,000
- The proportion of requests reported online using the online account (compared to anonymously) has been increasing and is now up to 70%.

RECENT ACHIEVEMENTS

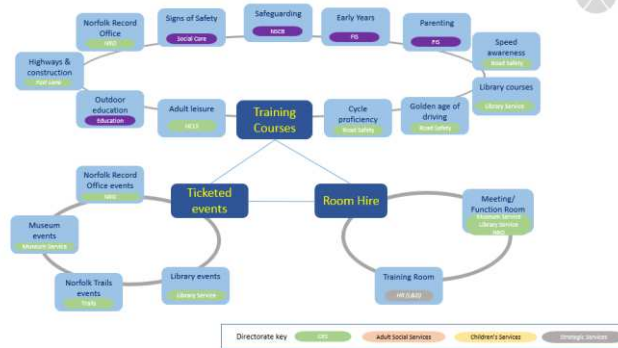
CRM Upgrade to the cloud

- Upgrade to Dynamics 365 – cloud hosted technology
- More robust
- Better user experience (internal)
- Additional benefits such as “Voice of the Customer” automated surveys, turbo forms to speed processes,
- Link to PowerBI to gain further insight into customer behaviour to alter demand, and
- Eventually use link to social media to understand what customers are saying instantly to pre-empt demand
- Unified Service Desk will also link to web chat and speed up Customer Service Agent processes over time

E-commerce exploration – focus on Adult Education and Museums



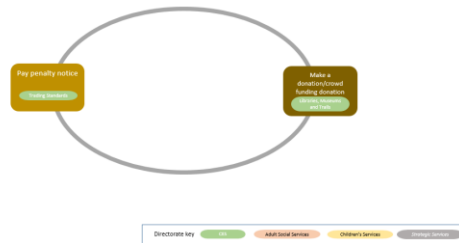
Book a course or event – Product types



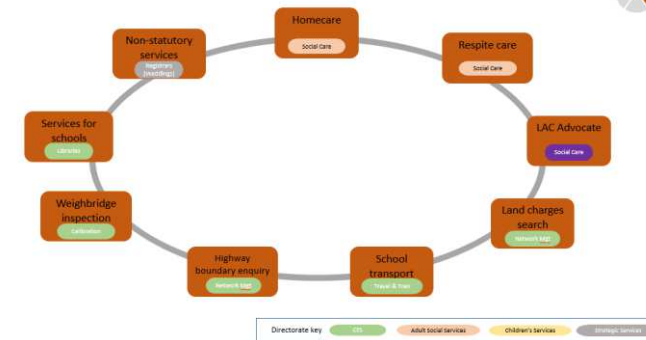
Order and/or buy a product – Product types



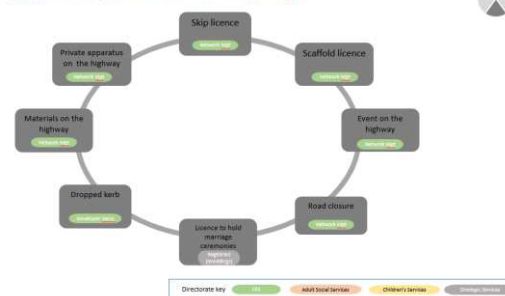
Make a payment or donation – Product Types



Request/Arrange a service – Product types



Request approval or permission – Product Types





EMPLOYEE DIGITAL OFFER

DRAFT – IN DEVELOPMENT



VISION



To provide an employee digital offer that offers staff easy access to relevant systems and information in one place.

- Overall cost to serve is reduced
- Employee satisfaction is increased by seamless journeys and easy to use HR systems and processes (workflow)
- Management processes and performance information are enabled through self service
- All internal customers fully utilise self-service where it is available
- Professional resources are deployed effectively and where they add value