













Appendix 1 – Customer Blueprint

TECHNICAL THEMES CONTACT THEMES THEMES ORG STANDARD THEMES	 Contact Centre <ul style="list-style-type: none"> 1 corporate contact centre (telephone, email correspondence) Level 1 support (switchboard, triage, signposting, simple queries) Level 2 support (specialist advice) One telephone number/email inbox Caters for out of hours/emergency 	 Technology Enhancement <ul style="list-style-type: none"> Create one single corporate CRM Rationalise IT systems Front and back end system integration Invest in self serve opportunities Utilise applications where applicable Remove offline spreadsheets/databases 	 Website/ Applications <ul style="list-style-type: none"> Streamlined website Easy to use/navigate Caters for all customers Signposted content/departments Mobile ready/compatible/ use of Apps Links for existing portals e.g. Members 	 Data and Customer Insight <ul style="list-style-type: none"> Enhanced quality of data Remove duplication Easier to extract and manipulate Greater analytics and insight Identify lessons learned Use to improve performance
	 Digital First <ul style="list-style-type: none"> Identify services for digital delivery Increase self serve opportunities Drive channel shift Front and back end system integration Enable new ways of working for admin 	 Assisted Digital <ul style="list-style-type: none"> Clinics/kiosks in selected facilities Accessibility and inclusion for all Consistent telephone support Education/training for customers on new ways of working Communication/engagement strategy 	 Multi Channel Approach <ul style="list-style-type: none"> Multi channel approach Adhering to digital first principle Greater use of digital services Restricted face to face support Higher quality of website content Higher quality telephony service 	 Social Media <ul style="list-style-type: none"> Consistent approach/ Corporate Sponsor Streamlined approvals for content Effective resourcing Tailoring messages to customers based on greater insight
	 Marketing/ Communication <ul style="list-style-type: none"> Focused and targeted marketing Promote new channels/services Promote customer vision/standards internal/external to the organisation Communication/engagement plan 	 Process Redesign <ul style="list-style-type: none"> Identify processes for redesign Improved ways of working Efficiency and productivity gains Organisation transformation/change 	 Area Based Services <ul style="list-style-type: none"> Align to 'service integration' project Nominated contact person per area Area field staff advocate for customer Develop Expertise based on area 	 Culture and Change Management <ul style="list-style-type: none"> Integration with change prog Identify org change requirements Staff training in vision Staff training in new systems Staff training in processes
	Service Quality Customer Contact Focus on the Customer Accountability (Corporate and Business Standards) Consistency across Council and Business Areas			