Appendix 2 – Customer Focus Design Principles

During the OBC phase of work, a number of design principles were established and agreed. These are the rules to define the future corporate approach to customer contact, building upon the vision themes. The below summarises the agreed design principles, as they have evolved and been updated through the lens of customer feedback findings during the Discovery exercise.

- 1 Consistent, joined up, **corporate** approach, underpinned by standards.
- **2 Customer centricity** (first) to improve customer experience.
- **3** Provide access to the **right information** at the right time and from anywhere.
- 4 Deliver greater insight and analysis on customer behaviour, driving **decisions** based upon **data**.
- **Digital First not Digital Only** to enable inclusivity and channel choice (i.e. digital first where possible).
- 6 Improve the **efficiency** of processes to support the scale of growth required to meet the Belfast Agenda.

6

- Back & front end system integration
- New ways of working
- Enable organisation transformation
- Reduced admin burden on staff
- Reduce reliance on technical staff to increase capacity to support scale/growth

5

- Accessibility to all appropriate channels
- Digital first and assisted digital (e.g. existing/new community clinics)
- Greater self serve opportunities
- Improved and consistent online forms

1

- Corporate framework providing for:
 - Consistent, joined up approach
 - Sharing of information
- Agreed quality/service standards
- Simplicity

2

- Focus on customer first
- Providing what the customer needs
- Approach is based on user journeys
- Improved speed of contact/choice
- Hybrid approach to collocate contact staff while tech. staff remain distributed

3

- Accessibility
- Convenience and easy to use systems
- Sharing of information across
 Departments
- Mobile compatible solutions
- Greater availability of information on website encouraging self serve

4

- Single view of the customer
- Improved capture of data on qualitative metrics
- Data easier to extract and understand
- Linked to performance/unders tanding