



Achieve streamlined self-service: understand and manage customer contact

Digital channel analytics for councils

The time is fast approaching when those who can self-serve will have to use digital channels so that the human workforce can focus on those in most need of their skills. Making this happen means we must create intuitive and easy to use self-service propositions that customers want to use and that's not always easy.

Do you want to find out exactly how well your authority is doing on digital service delivery, better understand your customers, your technology, your service offers and your costs so you can match or surpass the most effective in the sector?

The opportunity and challenge

In 2016, 86% of UK adults had internet access at home, 71% of adults owned a smart phone,

30% of mobile internet users used their device to access their bank accounts, and 20% used their device to pay transfer money electronically. UK citizens are ready for a transformational shift to digital self-service. We all know the technology is available, but change isn't always simple. We must make choices about costs and technology, redesign service offer, and achieve real culture change in our organisations.



Effective change tools and approaches

For the last four years, RedQuadrant and the Chartered Institute of Public Finance Accounting (CIPFA) worked together to develop a customer contact toolset to support this kind of change. RedQuadrant have now brought this offer to the Public Service Transformation Academy, a social enterprise and community with a focus on transformational change.

Our tools provide you with information on how your contact models compare to those of your peers. Get answers to key questions like:

- Bottom-line contact costs - how your contact volumes and costs per household compare to your peers and across all key channels and main service areas.

- Principle drivers of contact – which of your services are the main drivers of contact and how they perform relative to the best of your peers.
- Opportunities for change and digital self-service – how your strategy and delivery model compares with your peers - and which opportunities you must exploit.

Become a part of this peer network

The PSTA will manage this process, share the data, and coordinate the group using a not for profit model. You pay for membership only when we are confident the club is large enough to give you really valuable

results. And those who simply want data without contributing to the value will pay a higher fee.

To participate, follow the link to the sign-up page and complete the expression of interest form. Costs will be minimal and more information will follow.

For more information contact

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