CabinetOffice

NWeGG Conference
Excellence in Customer Service Delivery

Designing and delivering public services around the needs of users, citizens and community

Sarah Fogden, Cabinet Office
9 December 2008

Making government work better

Transformational Government agenda

Technology alone does not transform government, but government cannot transform to meet modern citizens' expectations without it'….

'The design of citizen-centric services to ensure effectiveness of delivery to the customer, achieve policy goals, and to release savings by reducing duplication and streamlining processes'

Transformational Government Report 2005

The Varney Review

'Service Transformation means operating a more coherent, actively managed customer contact strategy across public services, so that citizens and businesses experience a more seamless and less time consuming service…..citizens and businesses should experience a personalised service that meets their specific needs, but which operates to high quality standards and is joined up across the public sector."

Service Transformation: A better service for citizens and businesses, a better deal for the tax payer, December 2006

The Service Transformation Agreement

'Citizens' time is not free, yet often the way we deliver services assumes it to be so.

The aim of the service transformation agreement is to change public services so they more often meet the needs of people and businesses rather than the government and by doing so reduce the frustration and stress of accessing them.

The result will be services which are better for the customer, better for front line staff and better for the taxpayer.'

STA, CSR October 2007

What will success look like?

- **Better for customers.** Services are simpler, more streamlined and intuitive, more accessible and convenient. Customers will progressively find that when they deal with government each contact they have is easy and joined up.

- **Better for staff.** Front line public sector staff – not just those in face to face offices, but also those answering calls in contact centres and developing services for the web – have a strong culture of service. By using their own experience front line staff will increasingly find that they can get on with delivering services of which they can feel proud.

- **Better for the taxpayer.** Unnecessary and duplicative contact, cumbersome and complicated processes, fragmented and inaccessible services are as frustrating and costly for government as they are for staff and the customer. Each unnecessary contact removed gives greater value for money for the taxpayer.

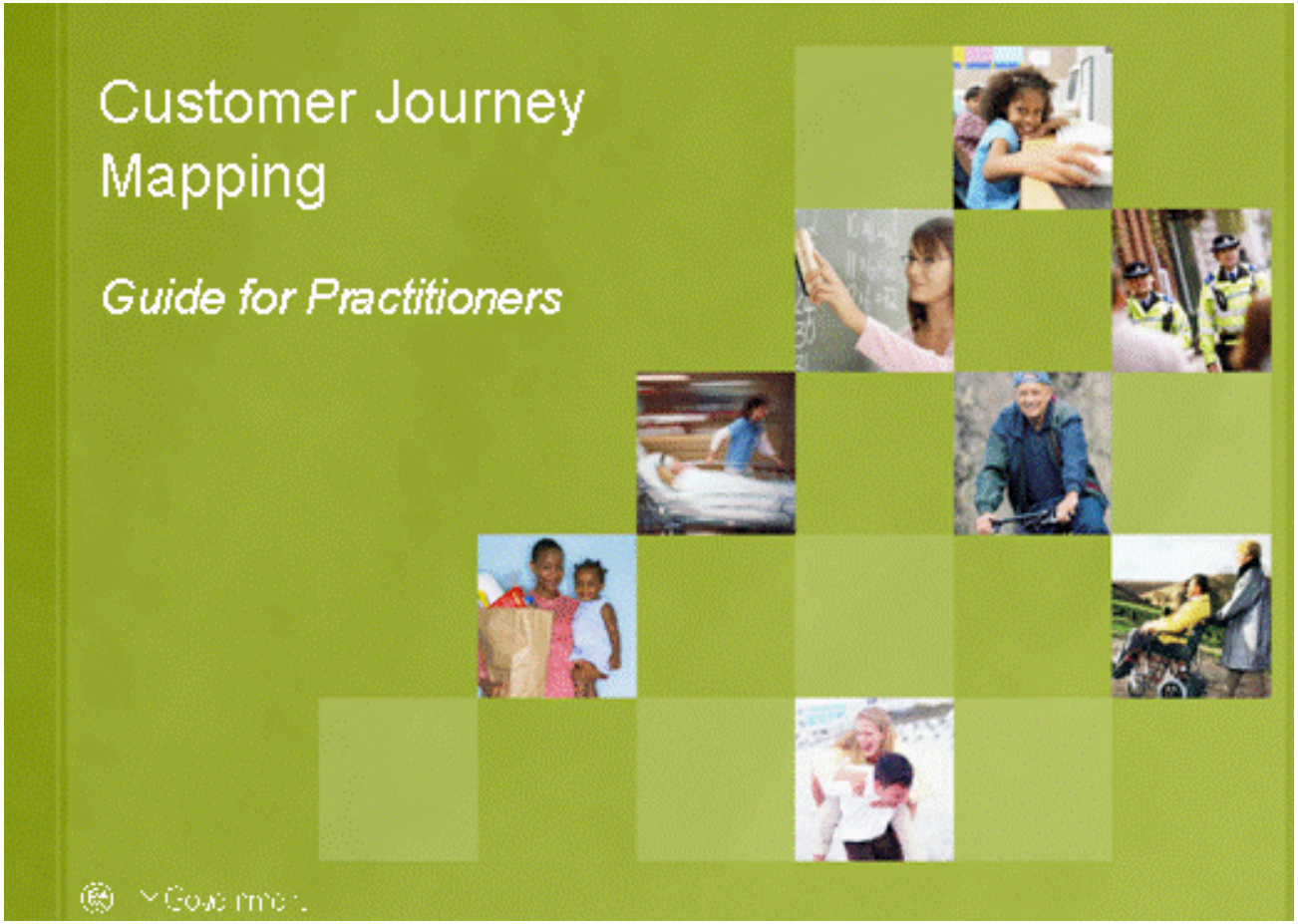
What will success look like?

- **Better for the taxpayer.** Unnecessary and duplicative contact, cumbersome and complicated processes, fragmented and inaccessible services are as frustrating and costly for government as they are for staff and the customer. Each unnecessary contact removed gives greater value for money for the taxpayer.

Six Strategic Aims -

- Learning from citizens and businesses
- Grouping services in ways that they are meaningful to the customer
- Rationalising services for efficiency and service improvement
- Making better use of the customer information the public sector already holds
- Linking local and central government
- Engaging front line staff

Measures alone won't work…….

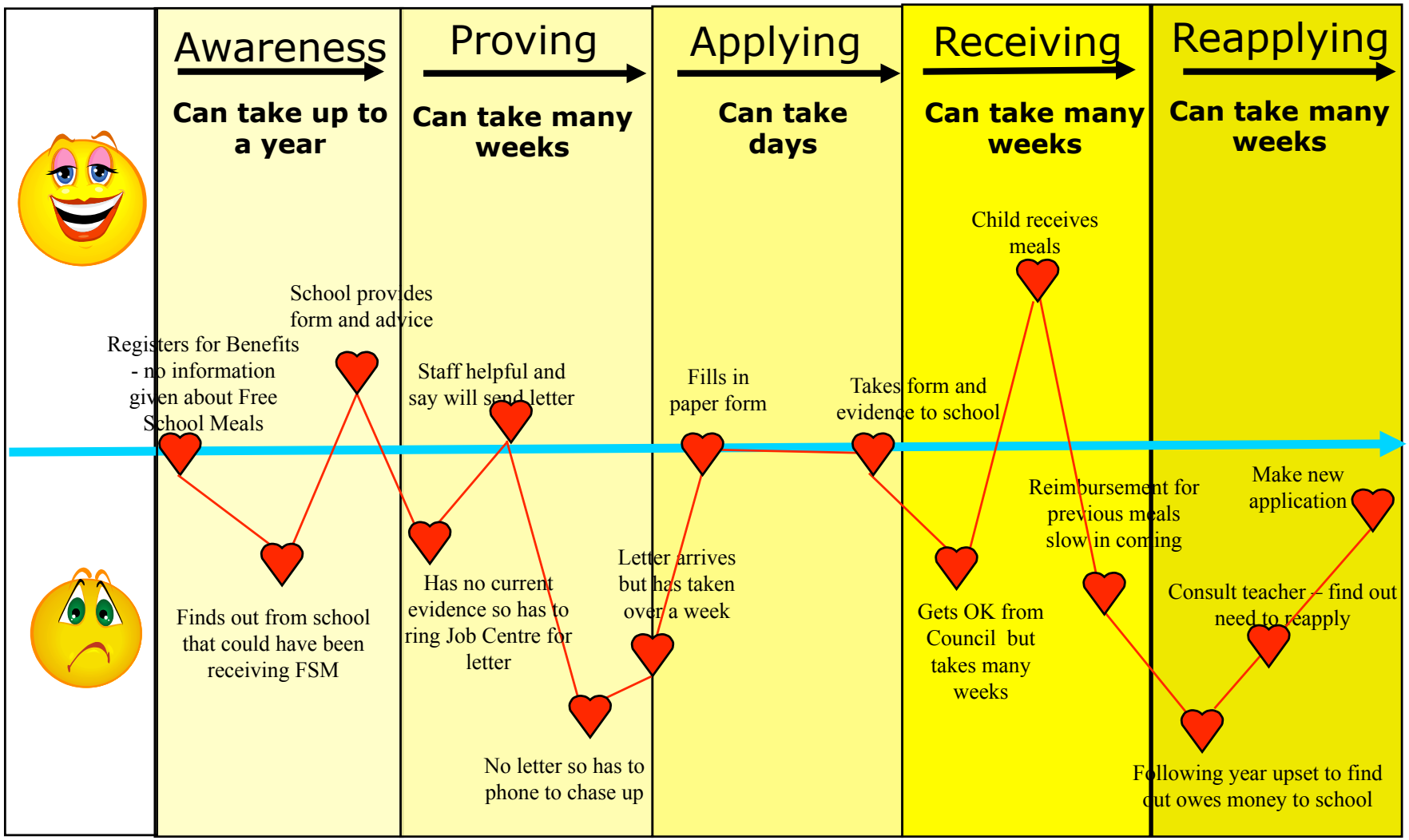


http://www.cabinetoffice.gov.uk/public_service_reform/delivery_council/workplan.aspx

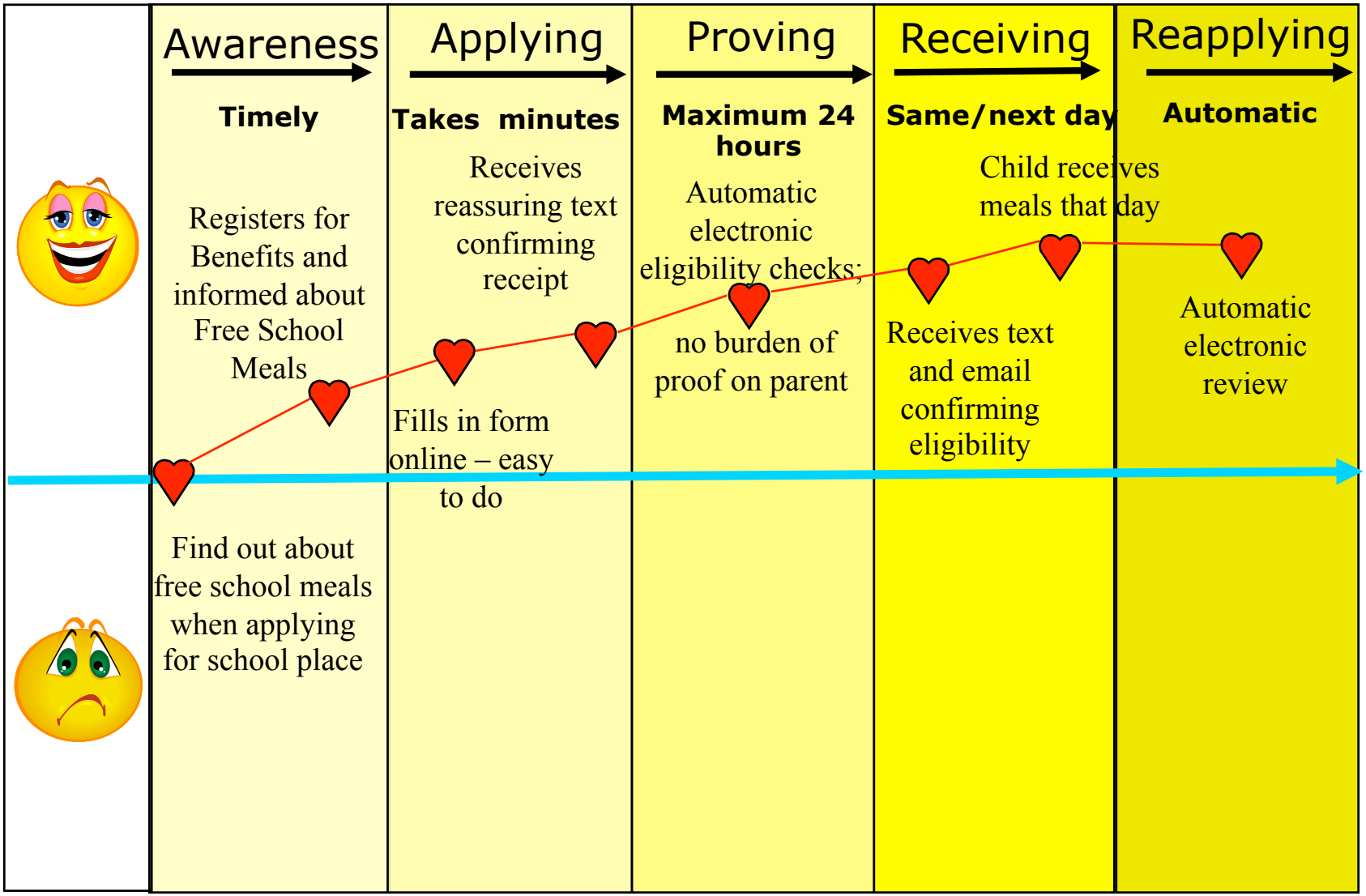
What is Customer Journey Mapping?

- Customer journey mapping is the process of **tracking and describing all the experiences that customers have** as they encounter a service or set of services.
- It takes into account **not only what happens to them, but also their responses** to their experiences.
- Used well, it can **reveal opportunities for improvement and innovation** in that experience.
- It therefore acts as both a strategic and practical tool to ensure **every interaction with the customer is as positive as it can be**.

“As is” Customer Journey – Free School Meals Application (Herts CC)



“To Be” Customer Journey –Free School Meals Application (Herts CC)



Joining up across government

- Tell Us Once
- Online Free School Meals
- Businesslink.gov/Directgov
- Face to Face
- Helplines

The Contact Council

- Channel Strategy, Channel Shift and Digital Inclusion
- Channel Performance Management Toolkits, Standards and Benchmarking tools
- Helplines
- Face to Face Project
- Telephone Numbering Strategy
- Transforming Contact Web PMF
- Centres: Avoidable Contact
- Transforming Contact Centres: PMF
- Transforming Contact Centres: Accreditation

Sarah Fogden
Transformational Government
Cabinet Office
tel: 020 7276 3228
mobile: 07920 296816
Address: Rm 1.14, Admiralty Arch (South),The Mall,
London SW1A 2WH

Sarah.Fogden@cabinet-office.x.gsi.gov.uk