

Customer Experience Strategy Consultation Results

Oadby & Wigston | Our borough -
the place to be

Consultation

- The Customer Service Experience consultation was carried out between 2 November 2022 - 23 December 2022.
- Consultation to seek views/feedback from
 - Residents
 - Businesses
 - Key stakeholders
- Proposal and Survey approach
- Use feedback/ideas to drive strategy

Promotion of the Consultation



Article in
Leicester
Mercury



Via OWBC
website



Via email
newsletters



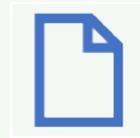
Council's social
media
channels



Promotion
message
placed on
phone line



Paper survey
boxes in
Council
sheltered
schemes



Article in
"Our Borough"
paper leaflet



Via Community
& Wellbeing
Team

Encouraging Participation

Meeting with people face-to-face, targeting customers who are more likely to be digitally excluded:



- Senior Citizens groups
- Residents' Forums
- Tenants' Forum
- Hub Club
- Seated Activity group
- Student Engagement – NWSLC Wigston Campus
- Face-to-face pop up sessions – each town centre

Results Overview



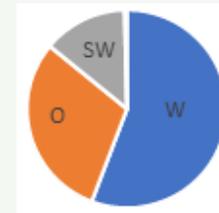
343 surveys completed

Customer Group



Resident	312
Business	5
Stakeholder	3
Councillors	3
Visitors	3
Not Specified	4

Area



Wigston	183
Oadby	99
South Wigston	45
Not in Borough	16

Other Demographics



Age		
	Under 16	1
	16 - 18	3
	19 - 24	5
	25 - 35	19
	36 - 44	24
	45 - 54	41
	55 - 64	51
	65 - 74	91
	75 and over	87
	Prefer not to say	21



Disability/Health Issue

Yes	119
No	184
Prefer not to say	40



Ethnicity

White	262
Asian	28
Mixed	4
Black	2
Other	7
Prefer not to say	40



Sexual Orientation

Heterosexual	258
Lesbian/Gay	2
Bisexual	9
Other	3
Prefer not to say	71

Religion

Christian	157	Agnostic	1
Hindu	12	Evangelistic	1
Muslim	9	Jain	1
Sikh	4	Jewish	1
Pagan	4	Mother Earth	1
Catholic	3	No Religion	98
Buddhist	3	Prefer not to say	46
Spiritualist	2		



Contact Channels – Prior to Covid 19

Typical contact method prior to Covid 19 Pandemic

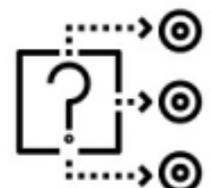


Face to face only	72
Telephone only	60
Online only	18
Email only	3
F2F & other channels	104
Telephone, online, email	52
Did not contact prior	34

72 face-to-face only

Majority already using a variety of methods to contact the Council

Reason for contact method



Convenience	45
Ease of Use	96
Preferred way to contact	70
Need	4
Varies depending on enq	14
No answer given	80
Did not contact prior	34

Convenience, ease of use and preferred way to contact - highest

Only 4 choosing need

Contact channels now

199 customers survey have had the need to contact the Council since Covid



73 Telephony only
20 online only
106 combination of methods



Satisfaction



Good level of satisfaction

28 people not satisfied and some suggestions for website improvement

Reason for being unsatisfied varied, but common theme was they preferred face-to-face as other channels were less personal and harder for them to use

Proposal questions

There were 4 main proposals presented, let's look at what customers said:

Appointment Hubs

How important to you would the introduction of face-to-face appointments be?

Very important - I would use this service	159 (91 W) (44 O) (18 SW) (6 not in borough)	Positive Indicator 88%
I might not use this myself but it is a good idea for others	143 (75 W) (40 O) 20 SW) (8 not in borough)	
Not important - I am unlikely to use this service	41 (17 W) (15 O) (7 SW) (2 not in borough)	

As a result.....

- We will introduce three Appointment Hubs
- Three town centre locations have been found, negotiating agreements/costs currently

Area	Day	Time
South Wigston	Tuesday	9am – 12pm
Oadby	Wednesday	10am – 1pm
Wigston	Thursday	1pm – 4pm

*Option to make Brocks Hill Oadby's Appt Hub location – seek Member's view on this

- Customer will call to make appointment
- Officer to offer to resolve enquiry over phone
- If face-to-face appointment still needed, relevant officer across the council to meet with customer
- CS Team to meet for general enquires
- Report stats/use of appointments into Service Delivery Committee
- Conduct yearly review

Reception Point

How important to you would the introduction a reception point at our new offices at Brocks Hill Country Park be?

Very important - I would use this service	187 (90 W) (68 O) (20 SW) (9 not in borough)	Positive Indicator 83%
I might not use this myself but it is a good idea for others	99 (61 W) (23 O) (11 SW) (4 not in borough)	
Not important - I am unlikely to use this service	57 (32 W) (8 O) (14 SW) (3 not in borough)	

As a result.....

- Introduce a Reception Point when Brocks Hill opens
- Recruit a new officer – managed by CS Team
- The officer will carry out a variety of tasks:
 - Meet & Greet, manage visitors
 - Assist with basic customer enquiries, customer phone for complex enquiries/payments
 - Booking customer appointment, accepting forms being handed in, giving out forms, photocopying proofs, key return (allotments, room hire etc)
 - Admin tasks, post, deliveries, fire alarm checks etc
 - Respond to customer email, web editing, online forms
 - Other corporate admin duties

Reception Opening Hours



Monday to Friday

9.15am – 4.15pm

Close for lunch 12.00 -12.30pm

(Phone line still open – sign on door)

Officer to work - 35 Hours

(9.00 to 4.30pm)

Closing at lunch allows us to
staff this with one officer

CS Team to cover sickness leave

Virtual Appointments & Web Chat

How important to you would the introduction of virtual appointments be?

Very important - I would use this service	70 (31 W) (25 O) (8 SW) (6 not in borough)	Positive Indicator 60%
I might not use this myself but it is a good idea for others	136 (77 W) (38 O) (15 SW) (6 not in borough)	
Not important - I am unlikely to use this service	137 (75 W) (36 O) (22 SW) (4 not in borough)	

How important to you would the introduction of webchat be?

Very important - I would use this service	84 (39 W) (24 O) (13 SW) (8 not in borough)	Positive Indicator 56%
I might not use this myself but it is a good idea for others	107 (59 W) (33 O) (10 SW) (5 not in borough)	
Not important - I am unlikely to use this service	152 (86 W) (41 O) (22 SW) (3 not in borough)	

As a result.....

- Explore the introduction of Virtual Appointment
- Fairly low cost
- Target – consider by autumn 2023

- Explore Web Chat as a contact channel
- Conduction viability & cost analysis
- Target – by autumn 2024

Home Appointments

- 60% of customers said they would not use home appointments
- Customers that would use them were largely open to virtual appointments also
- Home visits already taking place in some areas across the council (Housing, Environment Health, Financial Inclusion Officer)
- No plans to introduce in other areas

Website Use

Have you visited our website in the last 12 months?



Yes	241
No	96
Don't know	6

Out of 343 customers surveyed, 291 (85%) of them have access to the internet at home

Out of 343 customers surveyed, 241 (70%) have used this in last 12 months

Website Feedback

Lots of very useful feedback given

Balance between positive and negative

Use feedback to drive Website Improvement Programme

Strategy – Next Steps



Strategy to go to PFD for approval



Implementation Action Plan



Yearly Review

Any Questions?

