

Appendix 2 – Customer and Digital Improvement Plan January 2022 - Present

Area	Goal	What's happened so far	Outcomes to date
Engage and Collaborate	Embed a “think customer” approach to everything we do working as one organisation to support our customers at every stage	<ul style="list-style-type: none"> • Service leader Customer strategy session took place • Cross service collaboration continues with staff “on loan” from specialist areas to work on improving customer journeys • New starter training has included onsite visits to understand the full customer journey • Customer insight user testing is underway at Guildford Library and Online • Customer Service staff attending Housing tenant forums to share updates and gather feedback – articles now being included in tenants’ newsletters to promote areas such as MyGuildford 	<ul style="list-style-type: none"> • 400 people took part in the customer insight testing of the website • Collaborative working has led to improvements to the online reporting form for customers for waste and recycling
Digital First	Embrace and embed digital options wherever possible to improve efficiencies	<ul style="list-style-type: none"> • Ongoing improvements to the Salesforce platform to make processes more efficient • Search term improvement project has begun to get customers to the right place first time and remove ineffective searches • Voice search on the website has been soft launched (in May) • Customer touch point identification work has been scoped to check 	<ul style="list-style-type: none"> • There were 268,488 visits to the website (131,936 were unique visits)* - an increase of 36,000 visits compared to the previous period • 3.9% increase on click through rates from the search up to 59.8% - this is customers who got to the

		<p>consistency, improve messaging and sign posting for customers</p> <ul style="list-style-type: none"> • Customer online journey refinement work has started focusing on waste and recycling first • Areas of high level contact are being checked to ensure the right information is available online 	<p>information they were looking for from the search.</p> <ul style="list-style-type: none"> • 1% of searches between May – July have been via voice search • There was an increase of 10,885 search completions on “find your bin day” compared with the previous period, with 15,772 searches completed between Jan- Jul • 3,161 missed bins were reported online, an increase of over 50% compared to the previous period • 156 completed views of videos linked to booking an MOT <p>*this does not include visits from Guildford Borough Council staff as these are removed</p>
<p>Policies and Strategies</p>	<p>Have clear, up to date policies and strategies that drive our customer service vision</p>	<ul style="list-style-type: none"> • The complaints policy has been reviewed and refreshed to ensure it is fit for purpose and inline with the requirements of the housing and local government ombudsman’s • Work has started to review the customer engagement strategy and associated policies 	<ul style="list-style-type: none"> • Updated complaints policy has been published on the website

Improving our Service	Ensure our service is being effectively measured and continuously improving	Please see Appendix 1	Please see Appendix 1
Working with Councillors	Working in collaboration with councillors to support residents with their enquiries	<ul style="list-style-type: none"> • The first digital newsletter for councillors has been circulated • Monthly meetings take place with the lead councillor and other updates circulated as appropriate • The first councillor signposting guide for waste and recycling has been circulated to all councillors • A central point of contact for councillor customer service enquires has been setup to help ensure queries are responded to and directed to the best areas first time 	