



Customer Insight at Hackney Council

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The Council's vision

'One Hackney'

Customer-focussed organisation
delivering services which are
accessible, responsive, high quality
and which provide good **value for money**.



Customer Service Strategy

**Improved access and choice
for all our customers**

**First Class
Services**

Service Planning & Reviews

Customer Services Strategy

customer
insight

customer
access

customer-facing
ICT

customer care
culture

What does it mean for us?

customer
insight

Knowing our customers

customer
access

Getting it right first time

customer-facing
ICT

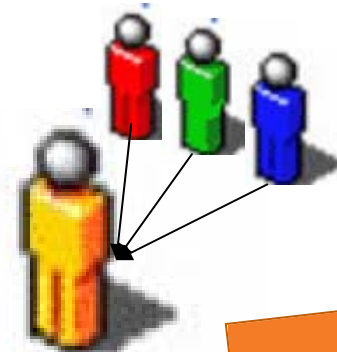
Making it easier and faster

customer care
culture

Improving customer satisfaction



Knowing our customers



Getting it right first time



Face to face



Council website

One Hackney



Telephone

Do it Online

You can now pay for services, fill out forms online and search for services, reports and information.

Online services

Pay it Report it Apply for



Making it easier and faster

Council Document Management

'Paper/less' office and shared **electronic filing** system means

- ✓ wider access to information
- ✓ easy to find
- ✓ quick search for customer documents

Citizen Index

'Golden record' for each resident

- ✓ secure, consistent data
- ✓ 'Tell us once'
- ✓ secure access own records
- ✓ more '**self-service**'

- track enquiries
- monitor performance
- ✓ Holds **customer records**
- pick up from last contact
- services matched to needs

Fully transactional website

Improving customer satisfaction

- Consistent customer experience comes from measurable competencies and performance
 - Integrated into appraisal process
 - Learning & development support



Knowing our customers

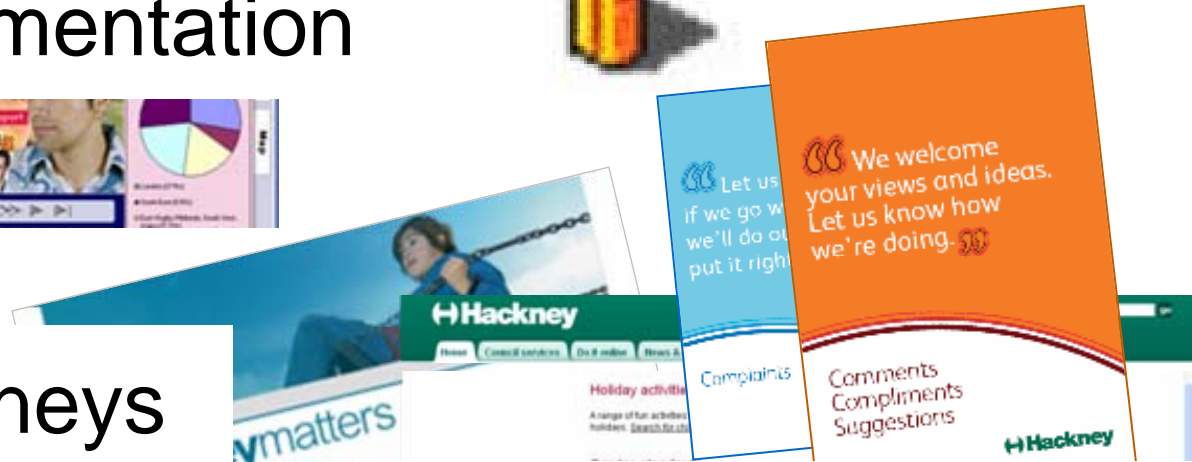


Citizen Index

Customer segmentation



Customer journeys



Customer satisfaction



Customer Segmentation

- Using Mosaic data sets to
 - identify demographic and geographic variations in service demand and preference
 - improve customer access across all main access channels
 - improve understanding of equality, diversity and social inclusion



Customer baseline

Customer profile

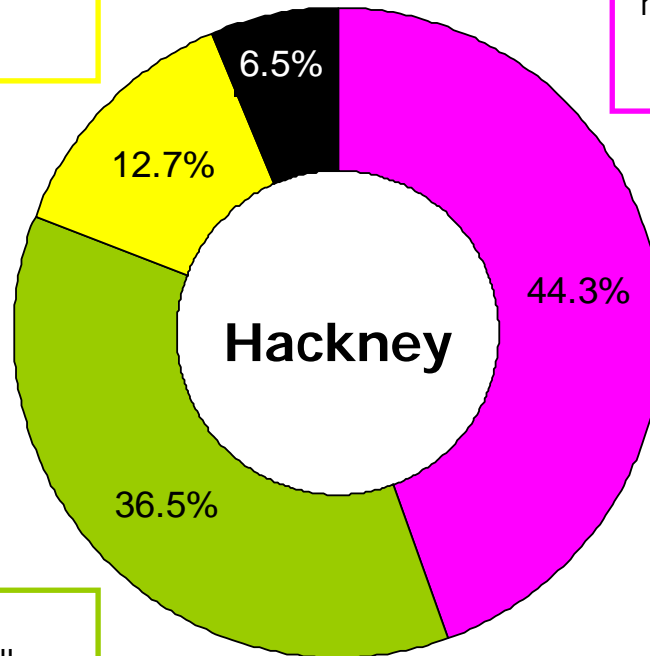
Based on the MOSAIC classification there are three key customer groups in Hackney

D. Ties of Community

People living in close knit inner city and manufacturing town communities, responsible workers with unsophisticated tastes

F. Welfare Borderline

People who are struggling to achieve rewards and are mostly reliant on the council for accommodation and benefits



- Welfare Borderline
- Urban Intelligence
- Ties of Community
- Other

E. Urban Intelligence

Young, single and mostly well educated, these people are cosmopolitan in tastes and liberal in attitudes

93.5% of households belong to one of three MOSAIC groups



Customer baseline

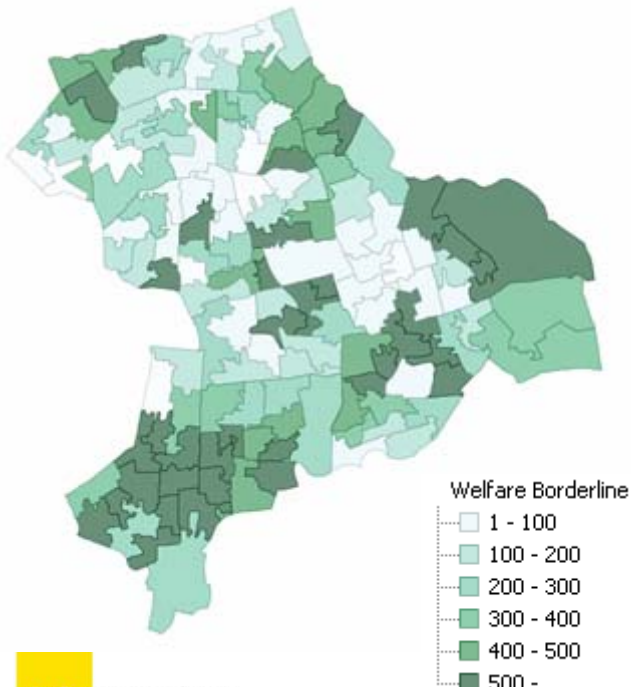
Dashboards

Welfare Borderline live in the south and east of the borough, generally in council accommodation which in Hackney will tend to be tower living. They have large families and often qualify for state benefits

Key Features

~42,500 households

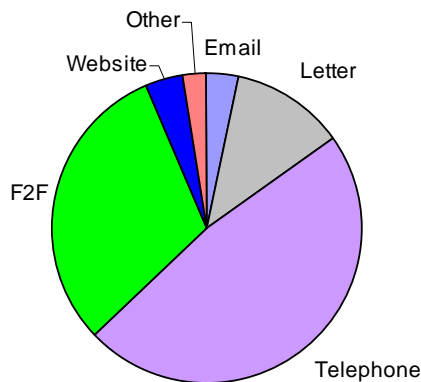
- Singles and cohabiting
- Many children
- Modest incomes/ High unemployment
- High deprivation
- Public transport
- TV popular
- Council housing



Main Locations

Concentrated in **council estates** in **Homerton, Hackney Marshes** and **Shoreditch**

Channel Use



Perceptions

43% satisfied (middle) with the Council overall; **37% made a complaint** in 2008.

Key Services

Parks and open spaces, **housing, benefits**



Customer baseline

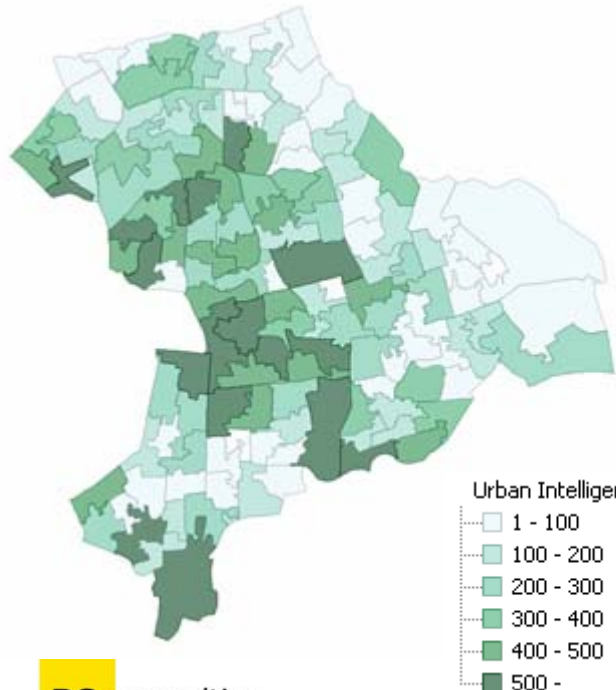
Dashboards

Urban Intelligence are clustered near commuter rail links along the centre of the borough and are typically made up of young, cosmopolitan and educated singles

Key Features

~ **35,000** households

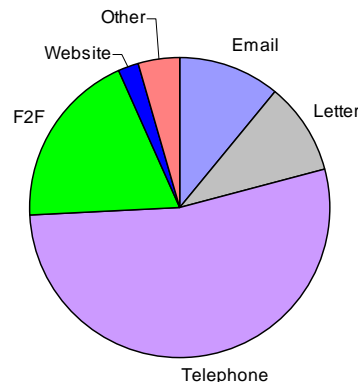
- Young singles
- Few children
- Well educated
- Full time students/Professionals
- Open minded and cosmopolitan
- Good diet and health
- Cultural variety



Main Locations

Concentrated near rail stations in **Stoke Newington, Dalston** and **Central Hackney**

Channel Use



Perceptions

35% satisfied (lowest) with the Council overall; **33% made a complaint** in 2006.

Key Services

Parks, sports, libraries and museums/galleries, **planning**, **waste/recycling services**



Customer baseline

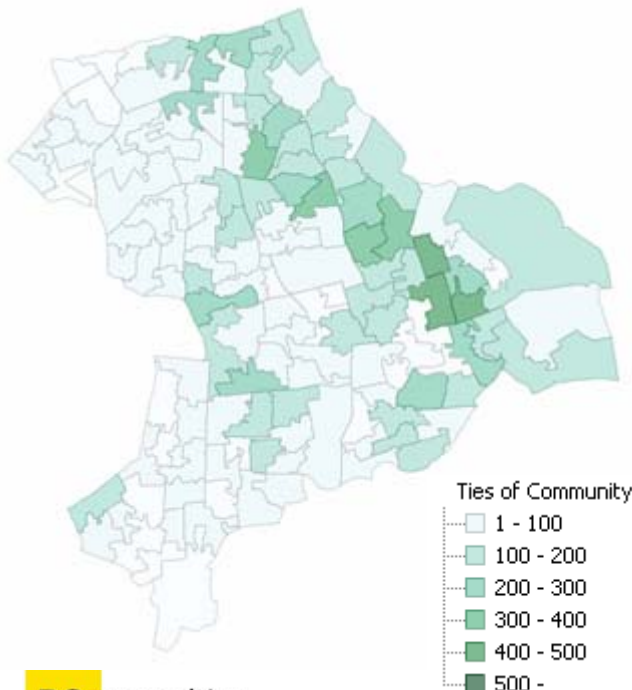
Dashboards

Ties of Community are mainly concentrated in Lower Clapton and Clapton Park, and are made up of both working younger couples and established families

Key Features

~ **12,000** households

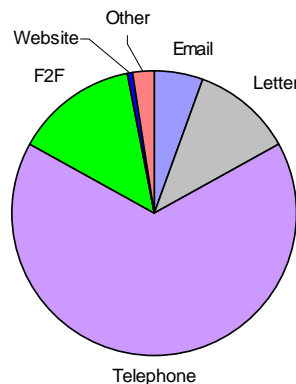
- Young couples with children
- Family close by
- London terraces
- Traditional
- Close knit communities
- Income support
- Free school meals
- Some professionals, most service



Main Locations

Concentrated in **Lower Clapton** and **Clapton Park**

Channel Use



Perceptions

44% satisfied (highest) with the Council overall; **33% made a complaint** in 2006.

Key Services

Sports, libraries, museums/galleries, **social care** and **education**

Customer Journeys

- Developing a 'single front office' service delivery model
 - understanding our customers' experiences of our services
 - mapping the end-to-end processes
 - simplifying to make the 'journey' as efficient and cost effective as possible



Citizen Index

- ‘Golden record’ for each customer
 - improved data shared across the Council
 - ready for Citizen Authentication and national “Tell Us Once” programme
- More understanding of customers by linking with geographical information services (GIS) and demographic data

Customer Satisfaction

- Corporate framework across all main access channels
 - feedback 'loop'
 - complaints handling
 - Citizen e-panel of 200+ residents
- Embed the customer experience in service planning and performance management to make real service improvements

Services taking ownership



* Complaints management software



Mayor's Priority 2

- More efficient and effective
 - Improving **accessibility** with more choice on how, where, when and which services
 - Being **responsive** to customers' needs, especially to equality and diversity
 - Providing consistent **high-quality** services across the Council
 - Demonstrating **value for money** in how services are accessed and delivered

Going forward



Using customer insight

- Continuing to develop the 'single front office'
- Developing directorate profiles to inform channel migration
- Improving accessibility at a local level e.g. using libraries as 'super' information points to bridge the digital divide



Sharing customer insight

- Sharing our intelligence to develop
 - integrated partnership approach
 - streamlined service provision across agencies and communications channels
 - holistic view of the customer
- Resulting in effective and efficient partnership working

Any questions?

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