

Management Conference 5 March 2010

‘How can we as a Local Strategic Partnership pool, resources, avoid duplication and make best use of customer insight’

*Working together for a better Hackney –  
sharing customer insight*



# Welcome

Hackney's vision for good customer service:

“Our vision is that Hackney's citizens and business will experience efficient, high quality and seamless public services”

1. Hackney Service Centre – shared front counters
2. Hackney Help Points

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# Setting the scene

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# the resources we already have

Local Authorities, public and voluntary sector partners collect lots of information about their area and the communities they serve including:

- Customer consultation and focus group insight
- Complaints, compliments and comments
- Service access data
- Demographic data, super output areas – indices of deprivation
- Frontline staff ‘intelligence’
- Elected members ‘intelligence’ etc.

However, this information tends to be captured and stored in silos.

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# benefits of customer insight

- Enables a **strategic approach to service delivery** – by understanding and anticipating the needs of local citizens
- Provides **objective data** to assist informed decision making e.g channel migration
- Helps **identify areas of need**, gaps and lack of take up
- Helps **market services** more effectively

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# performance frameworks

- Greater emphasis on understanding citizens
- **Comprehensive Area Assessment** asks citizens about their experience of local public services
- **Duty to involve** i.e . get local citizens and service users involved in shaping local services
- **Total Place approach** joining up services around particular customers e.g older people, repeat offenders, not in employment education or training,

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# our Local Strategic Partnership

- Today's conference is designed to encourage us to think about how we can draw upon and apply customer insight.
- Exploiting insight is more about having the right culture than about investing in particular data sets or techniques. Hackney's strong LSP provides a supportive culture for "pooling resources, avoiding duplication and making best use of customer insight"
- The case studies and interactive activity will help us to start to scope the vision for improved use of customer insight in the borough.

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