

Customer Excellence Programme

Approach

2021 - 2026

December 2021



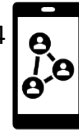
WOKINGHAM
BOROUGH COUNCIL

Agenda Item 83.

WBC Access Points

Social Media

Facebook, Twitter,
YouTube & Instagram
Social media handles <14



Written

Borough news
Cyclical post (Ctax, benefits, schools)



Face to face

Libraries x9
Children's centres x5
Leisure centres x5
Polling stations x60
Officer visits (CS, ASC, P&G),
Members, Towns & Parish Council



Website

Portals x19
Microsites x10



Customer

Phone

Telephone numbers <40
Mobiles <1,700



69

From

To

Customer Experience

Inconsistent customer experience across WBC – pockets of excellence but the belief is customer experience is owned by Customer Delivery not org-wide

Standardised customer service across departments, and ownership of customer experience to be org-wide

Website

Feedback from customers and employees tell us that it is not always easy to navigate digital sites

New website centred on needs of our residents

Customer Insight & Analytics

Customer insight performed on ad-hoc basis. Not done consistently across departments/access points so unable to use it to drive improvements

Customer insight used proactively as part of a customer centric strategy and drives continuous improvement across WBC

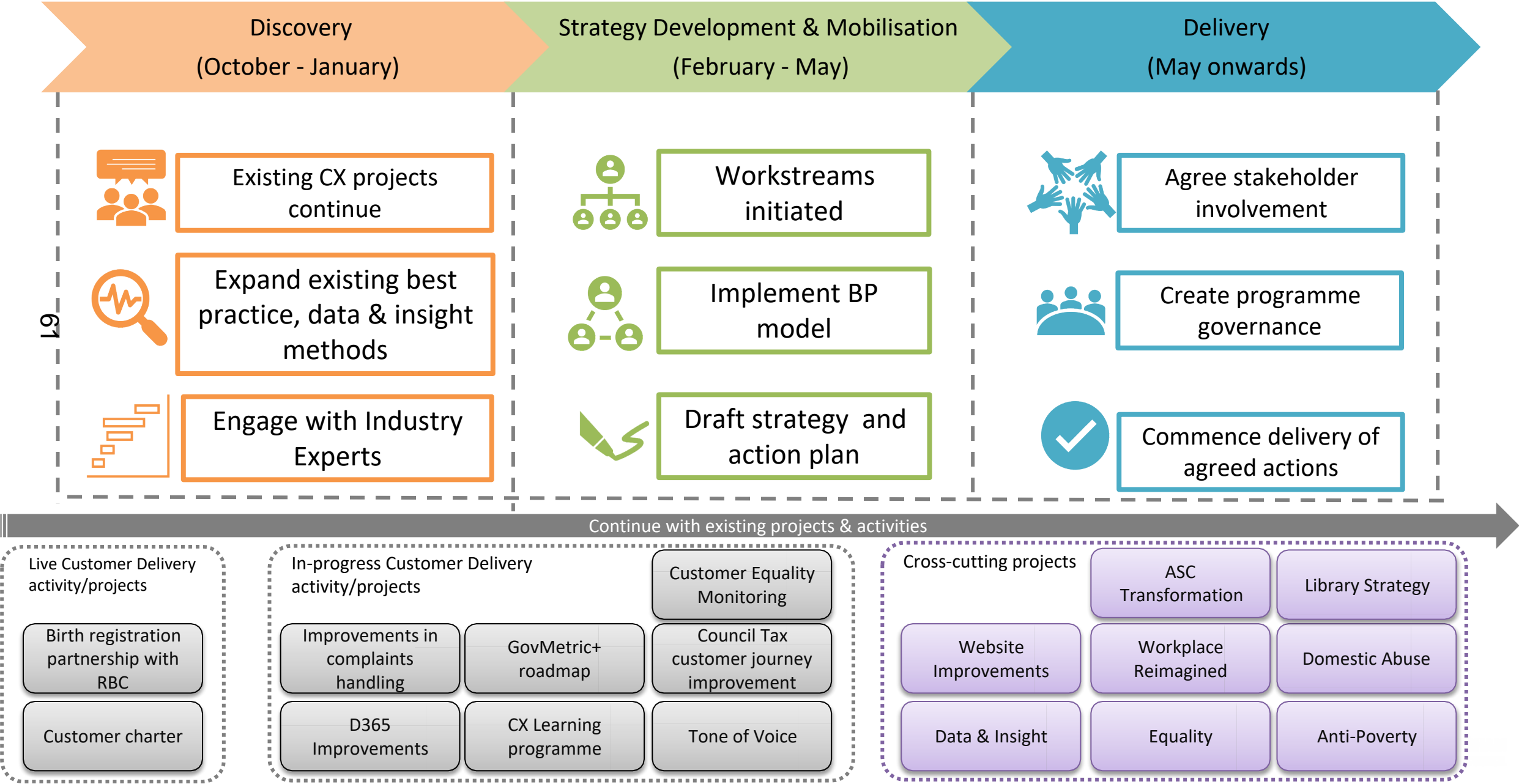
Customer Journey Management

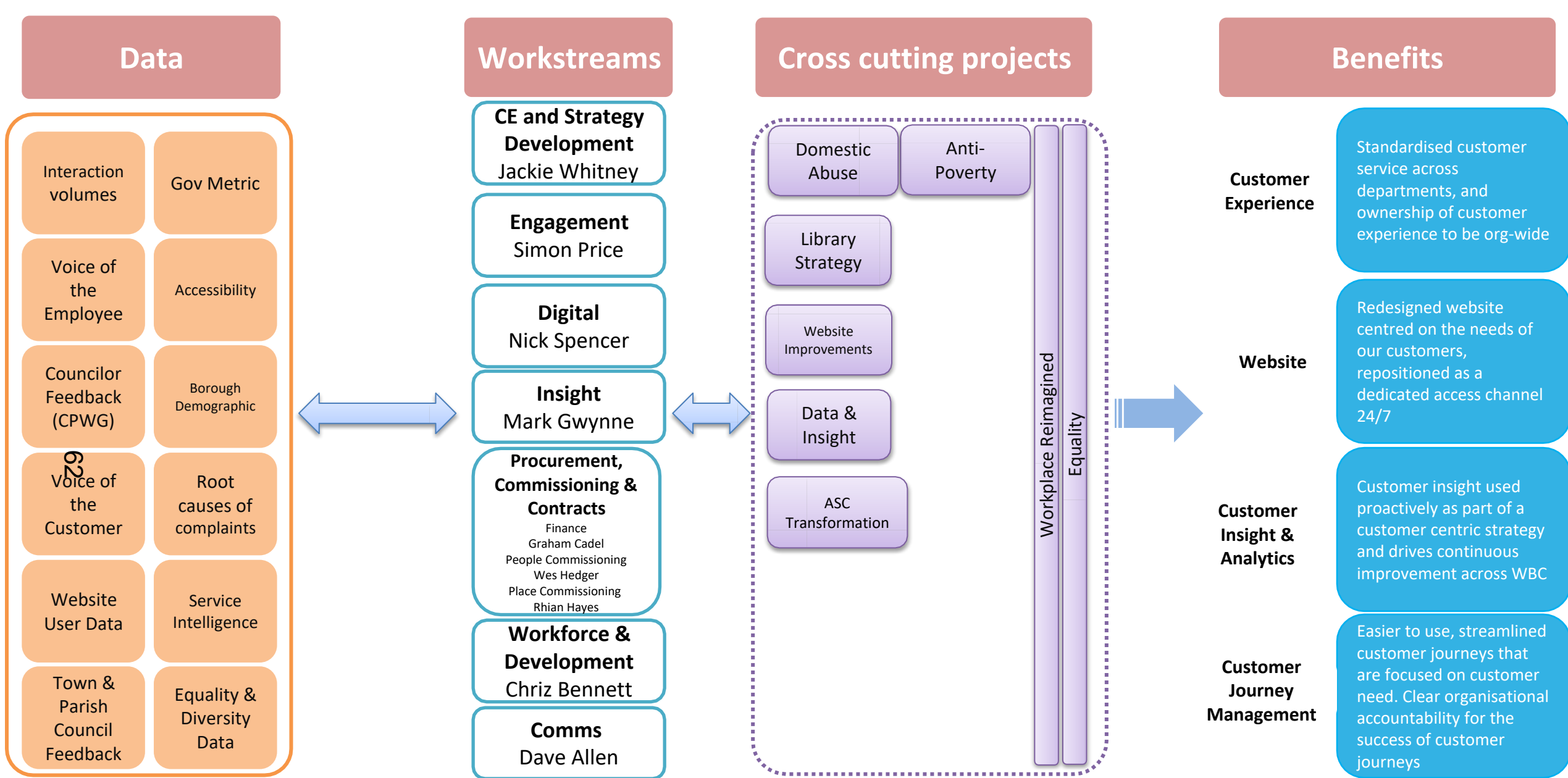
Customer journeys not always clearly identified or managed. Customers tell us that it is not always easy to navigate council processes

Easy to use, streamlined customer journeys that are focused on customer need. Clear organisational accountability for the success of customer journeys

Current picture and future aspiration

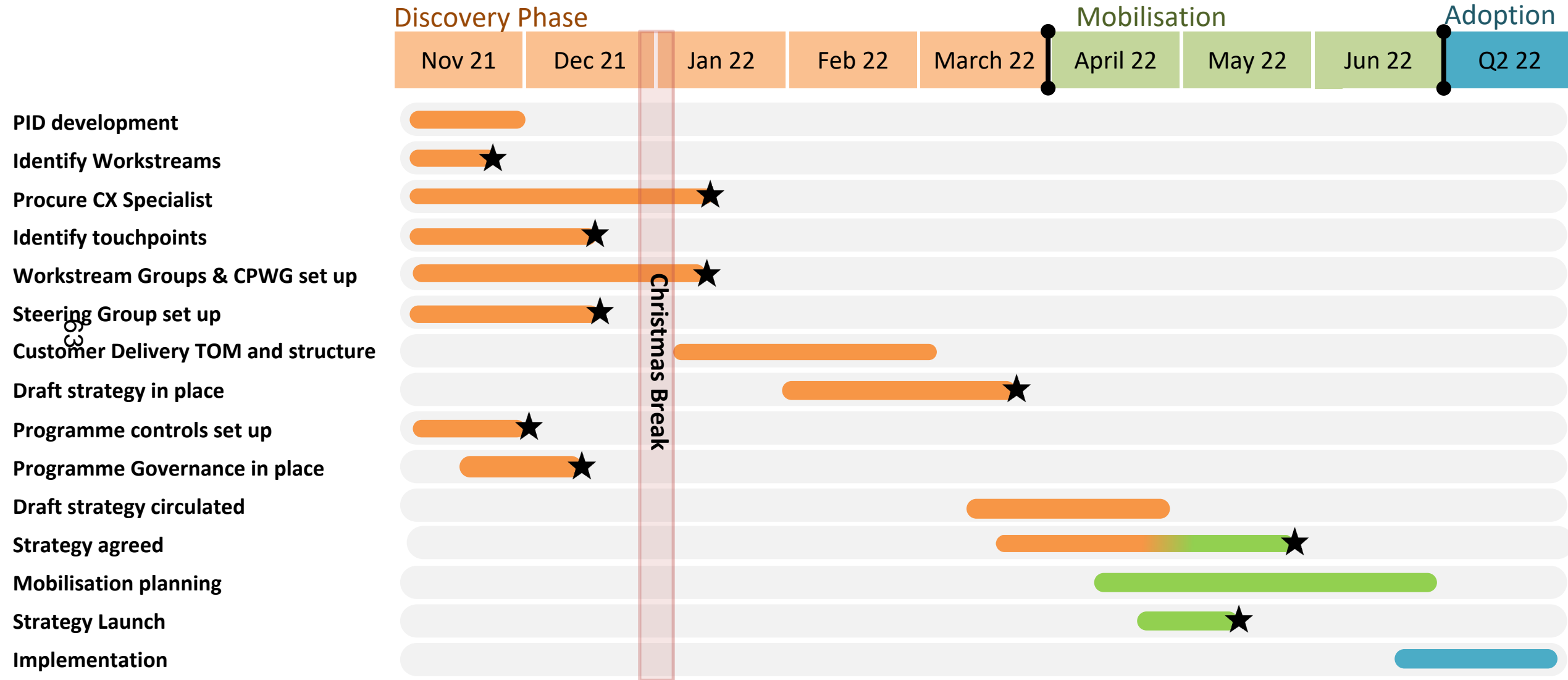
CX Where we are going | 5 year change programme





Governance | How we realise the benefits

Customer Excellence Timeline



The roadmap date and time schedule will be finalised in collaboration with Workstreams and Governance.

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