

Customer Experience

City of Mitcham

Purpose

- 1. To provide an overview of the Customer Experience journey that the City of Mitcham has been on**
2. To summarise the initiatives that have been completed
3. To provide an overview of the next 'batch' of projects that Elected Members could consider

3 Key Takeaways

- There is a strategy and a plan for continuous improvement
- There's an agile approach
- There's a chance for you to think about what we 'pick off' next

Customer Experience vs Service Level

1. Delivery in the field is separate
2. We've looked end-to-end
3. Volume and demand exceeds supply
4. Service levels are a different discussion, and linked to rate-setting

***60% of our customer's
opinions of the City of
Mitcham are shaped by how
they **felt** about their
interaction, rather than the
actual outcome***

Gartner[®]

Context

45,000 phone calls to Call Centre

35,000 online service requests

12,000 front counter walk-ups

*Many additional interactions at Libraries, in the field
and at Community Centres etc*

END?

FRONT END

**BACK END
SYSTEM AND PROCESSES**

START

CAPACITY

**CUSTOMER
CULTURE**

TRUST

FINANCES



Customer Insights - 2019

- 14 interviews with Elected Members
- 6 interviews with staff
- 4 focus groups with local community members
- 1 focus group with local businesses
- 300 community surveys
- 100 business surveys

Personalised Service



We are the staff of the City of Mitcham and this is our story on a page...



This is why we are here...

As a trusted partner of the people of the City of Mitcham, we are committed to continually enhancing the community we love



This is what we believe in being...

- *Fair and equitable*
 - *Helpful and accountable*
 - *Connected, accessible and adaptable*
 - *Innovative and future focused*
-



This is what we want to be...

Connect and enhance the lives of those in our community by ensuring the City of Mitcham is a great place to be now and in the future



This is how we'll get there...

We will work in partnership with our community to ensure they are embedded in everything we do



This is how we want the world to see us...

We go the extra mile for our community

We work with integrity, consistency and transparency

We are committed to delivering innovative and agile services

We take pride in everything we do

We seek, listen and act upon the views of our community

Delivery Roadmap

- 57 initiatives/projects responding to insights
- Three categories: Technology, People and Customer
- Total investment of \$3,300,000
(to do the whole lot in a certain way all at once)

Alternative Delivery Roadmap

Administration and Council as a team:

- Bit by bit and opportunistic
- Flexibility to review and adjust (Agile/Scrum)
- Investments of \$100-\$150k (once-off operating)
- No generating on-going costs
- Tightly bound scopes
- Delivered within a single financial year

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Other Initiatives

- Interactive Digital Asset Management Plans
- Interactive Capital Works Map Interactive Tree Viewer - Urban Forest Map
- Intranet and Knowledge Base
- Integrating satellite sites
- SMS customer channel
- Phone system improvements
- Digitised manual processes (accounts payable, Section 7 searches)
- Back of house IT architecture
- Cyber security to protect community data

Landmark Projects since 2018

- Go Live with TechOne
- Created a customer team
- Reviewed customer collateral, resident kits and MCN
- Website redesign
- 'Click and Connect'
- 'Notify Me'

Landmark Projects since 2018



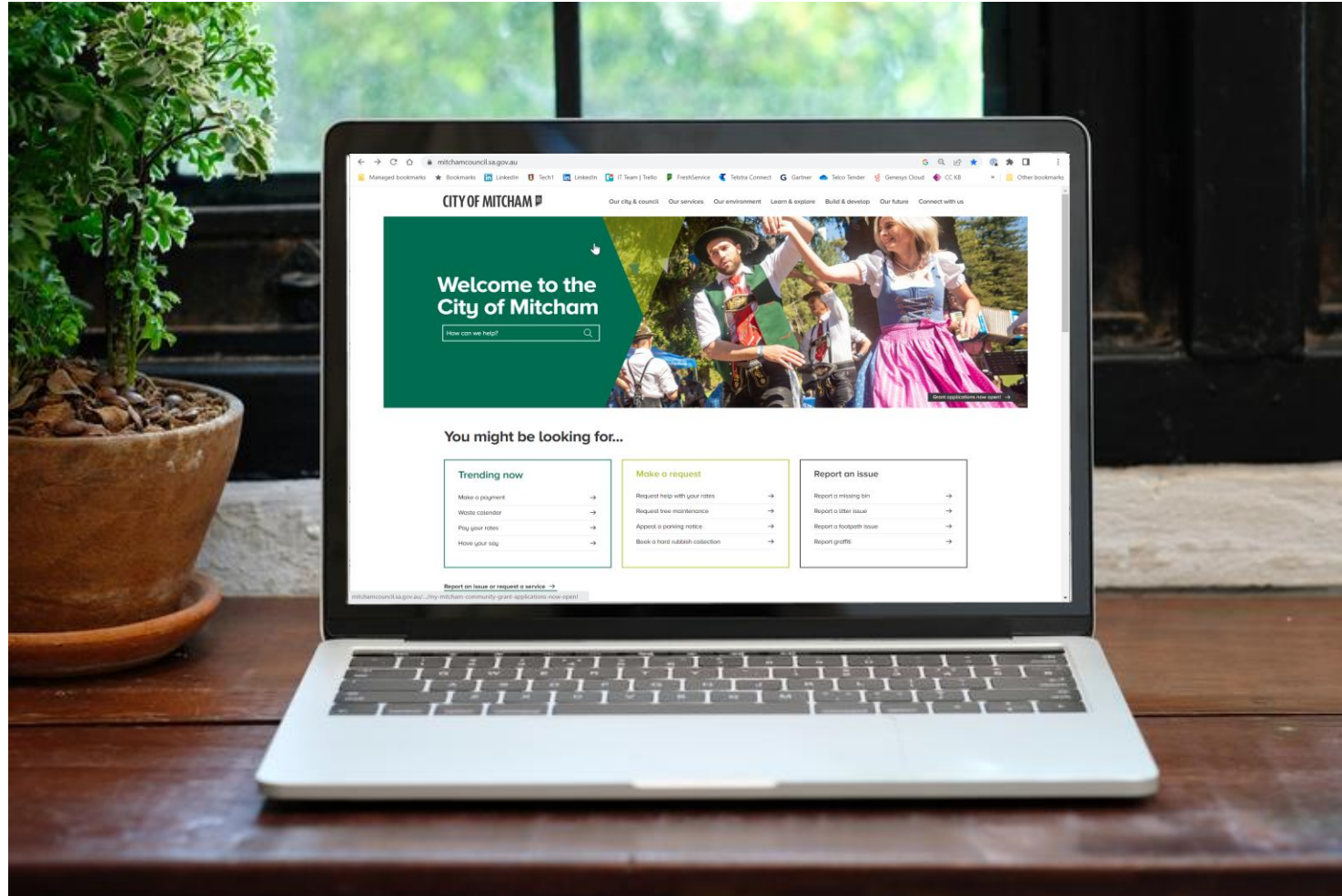
- Single Enterprise System
- Every business process mapped
- Culture Change
- 18 month project
- Unlocked platform for future projects

Landmark Projects since 2018

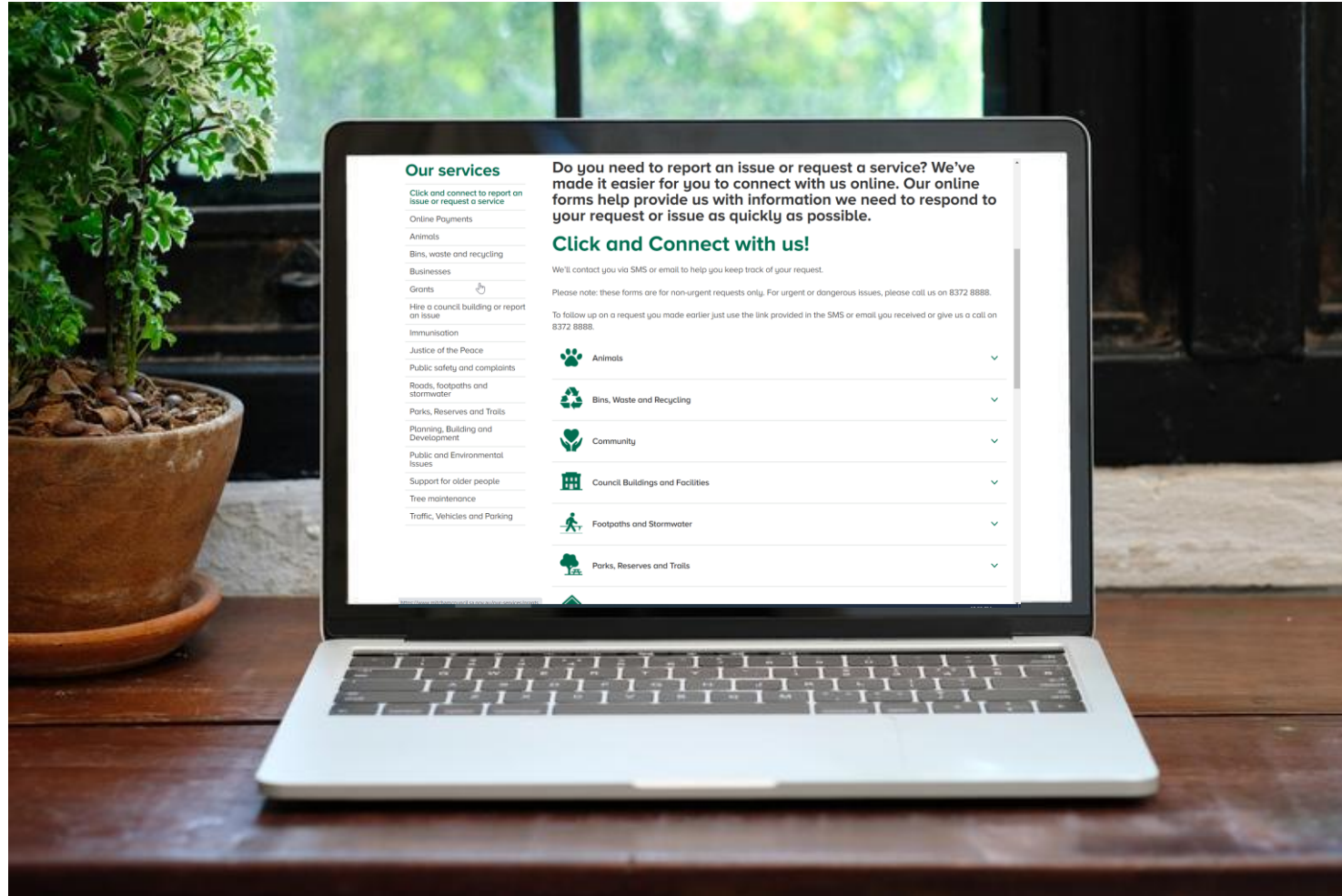


Customer Experience

Website, Click and Connect & Notify Me



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What's Continues ?

Staff Refresher Training

- Training needs analysis
- Org-wide
- The basics
- Emergent and modern customer theories

Cost: Already funded

What's on the Menu?

The 'Engagement Menu'

- How do we engage and when
- Consistency in decision-making
- Transparency in method

Cost: Already funded

What's on the Menu?

Removing Customer Barriers

- Develop customer feedback data system
- Identify key friction points
- Zoom in on key processes

Cost: \$100,000 once-off operating

Next Steps

- Scope the removing customer barriers initiative
- Bring them to you for consideration
- Delivery will take 6 months per project
- Re-assess once delivered
- Any additional detail on anything already delivered, meet with staff

3 Key Takeaways

- There is a strategy and a plan for continuous improvement
- There's an agile approach
- There's a chance for you to think about what we 'pick off' next

Around the Room

- Comments or questions on progress to date?
- What 'customer' projects do you want to see in your term?

