Customer Experience Strategy

Q4 2023/24 Highlights

- Appointed EBI.AI to deliver the council's switchboard function from April 2024 following a robust procurement process. EBI.AI implemented the switchboard function successfully and go-live achieved just before end of March 2024. The transition was smooth and seamless with no major issues to report.

- Switchboard will be further developed and enhanced over the next few weeks to incorporate Artificial Intelligence (e.g. web bot and live chat), enabling the system to handle simple caller enquiries directly without routing calls to an agent.

- Co browsing extensively tested on the Housing form, where demand for support is high, with a view to go live by end of June 2024. This feature will enable officers to view customers' screens when they are completing the housing form and guide them through the process, should they require support.

- Funding secured going forward via the NHS of £5k per annum to all CVSs for delivery of digital isolation workstream. Further funding being sought from the National Lottery to bolster reach of programme across Herts. Watford lead working with W3RT to support Watford residents through face-to-face workshops to develop their tech skills.

- Continuing to develop new online processes and refine current processes to improve the customer experience. 'Immigration Inspections' and 'Pavement Licensing' forms now live.

- Using the council's business intelligence platform to analyse data and feedback to drive continuous improvement.

- Reviewing and updating council website, ensuring content is up to date and changes in service provisions clearly stated. 'Benefits' review currently in progress and close to completion.

Q1 2024/25 Priorities

- Implement AI on the Switchboard and website.

- Introduce customer co-browsing.

- Continue development of digital processes and website review.

- Produce the Annual Complaints Report.

Almost 4,355 online forms submitted

30% reduction in the number of complaints received in the same quarter last year

542,226 visits to the council website

1,095 visits to the Customer Service Centre

95% of all telephone calls answered

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WATFORD BOROUGH COUNCIL
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