

Customer Experience Strategy

Q1 2024/25 Highlights

- A Watford chatbot is currently being tested for our website. The chat bot will initially be available on high volume webpages such as Waste & Recycling and Council Tax, with more services being added over time. The Live Chat element will be implemented a month after the chatbot has gone live with customers being able to have their enquiries handled directly without having to call the contact centre.
- Co browsing extensively tested on the Housing form, where demand for support is high, with a view to go live by the middle of August 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.
- Continuing to support digital inclusion by working with partners such as the Citizens Advice to ensure residents who are digitally excluded are supported in their interactions with the council.
- Continuing to develop and improve current digital processes and update website contents. Processes that have gone live include Measuring Outcomes KPIs process for community groups (which is being used to collate data for Q1 reporting), New / Replacement Blue-Lidded Bin and Neighbourhood Grant Application Form. Other processes in development include FOIs, Abandoned Vehicles and Watford Community Lottery Outcomes.
- The Benefits webpage review is now complete.

Q2 2024/25 Priorities

- Implement the chat bot on our website.
- Introduce customer co-browsing.
- Produce the Annual Complaints Report.
- Continue development of digital processes



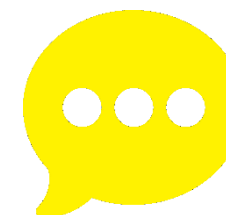
Almost 5,700 online forms submitted

17% reduction in the number of complaints received in the same quarter last year



546,369 visits to the council website

856 visits to the Customer Service Centre



88% of all telephone calls answered

