

Customer Experience Strategy

Q2 2024/25 Highlights

- A new chatbot named Watbot was successfully launched on 30 September. Watbot is currently available to assist customers on the Electoral Registration, Waste & Recycling and Council Tax web pages. To date, Watbot has been asked questions across all three of these services with a high success rate. The next services to be added will be Housing and Parking. The Live Chat element will be implemented by the end of November, with customers being able to have their enquiries handled directly by Customer Service Advisors without the need to call the contact centre.
- Co-browsing, which enables officers to view customers' screens whilst they are completing online housing forms and guide them through the process as required, was launched on 16 September. Positive feedback has been received from both customers and staff and, since being launched, it has been used to support over 20 customers.
- Support for digital inclusion is continuing, working with partners such as the Citizens Advice to ensure residents who are digitally excluded are supported in their interactions with the council.
- Further work has been completed to develop and improve current digital processes and update website content. Processes that have gone live include Abandoned Vehicles, Watford Business Pledge and Watford Community Lottery Outcomes. Other processes in development include Neighbourhood Locality Fund, Building Control Application and Taxi Knowledge Test Application and Payment form.
- Work has commenced on developing a digital 'Welcome to Watford' resource to support residents who are new to the borough. The resource, a comprehensive guide signposting residents to key services, information and opportunities for community engagement, is expected to be launched early 2025.



Almost 11,000 online forms submitted

1,043 visits to the Customer Service Centre



520,389 visits to the council website

91% of all telephone calls answered



Q3 2024/25 Priorities

- Implement and launch Live Chat in the Customer Service Centre, providing residents with another way to access support.
- Complete work to enable Watbot to respond to Parking queries
- Continue development of digital processes

