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Customer Insight and Total Place

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Customer Insight and Total Place

Sir Michael Bichard
Chapter 5: Local incentives and empowerment
Operational Efficiency Programme

'To tackle successfully the problems of the future, radical new solutions are required, which redesign or reshape public services, involve and liberate the potential of frontline staff and **users to be at the heart** of that process….
…all public services need to be innovators, capable of reconstructing their offer **so that it truly reflect user and citizen requirements** ……'

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What is 'Customer Insight'?

Enables an organisation to better understand its customers,

- involves the use of data and information about customers to better understand their needs, wants, expectations, behaviours and experiences
- the active application of this understanding in the design and delivery of services to better meet customers' needs.

Sources of insight include:

- **customer engagement** - surveys and consultation focus groups
- **frontline experience** - including journey mapping and mystery shopping,
- **feedback** - "complaints, complements and comments",
- **operational data** - for example, footfall, call volumes, numbers of service users)
- **Socio-demographic data** – mosaica, CACI, OAC

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Aims of the Customer Insight Review

- Understand the capacity of partners to use insight to understand customer needs to transform local services
- Supports preparation for the PBR
- Identify the support TP pilots require from IDeA / CLG to delivery the themed work
- Identify and highlight examples of effective customer insight practices for the wider sector
- Help identify gaps and blockers to customer led transformation

Progress Update

Situations vary between pilots:

- Areas are using CI in a variety of ways e.g. to address specific issues or inform strategic decisions
- Undertaking CI work individually and/or in partnership
- Have information from varying sources and levels of detail
- May use a range of tools e.g. MOSAIC, ACORN, OAC, mapping software
- Have varying levels of resource for CI analysis
- Generally, there is buy in at senior levels and a desire to make services more customer focused

(Source: Tribal)

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Progress Update

South Tyneside, Sunderland and Gateshead

- Operation WAYS - We Ask You Said,
- Focus on a particular area (~250 houses) which call records show have high rates of crime and disorder
- Direct Gateshead Community Network to do a f2f survey of residents from which the partnership works out key priorities and issues for that area, which is reported back to residents via a leaflet, along with how partners plan to tackle them over the next ten weeks
- A follow up survey is conducted ten weeks later to assess the difference the interventions have made

Leicester-shire and Leicester City

- Using MOSAIC to prevent distraction burglaries, run by Leicestershire Police
- Distraction burglaries (when a “bogus caller” distracts the occupant to gain access to the premises to commit burglary) are a key problem in the area
- Increasing awareness about this crime reduces the number of incidents
- Those most at risk (the elderly, who were living alone) were identified using MOSAIC and were targeted with an awareness raising campaign
- This served as a cost effective preventative measure

(Source: Tribal)

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Progress Update

Interviews have highlighted key challenges the Pilot areas face:

There is a reluctance to share data, particularly on sensitive areas such as children

CI is not embedded as a core part of the day-job around the organisation

We need more practical guidance on how to undertake analysis

The drive for efficiency savings means CI is not a priority, it would be great to have concrete examples and evidence of the savings this approach can lead to

Sharing of best practice and knowledge throughout the CI process would be really useful

Not all data is collected to the level that we would like (household or postcode)

No strategic approach across the partnership to explore issues / questions using CI

(Source: Tribal)

Progress Update

This work will help the Pilots going forward with:

- Information on how other Pilots are using CI
- Sharing knowledge about how CI is being used in Total Place
- A bank of practical examples and resources to support CI work
- Highlighting areas where extra support is needed in one or several Pilots