

Lewisham Citizen Account



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Background

- Public Service Division
 - Council Tax & Business Rates
 - Housing Benefits and Concessionary Awards
 - Corporate Front Line Services

- Ticking a box!

- Revenues and Benefits Application had a module for Self Service

- Costs

Approach!

- Project
- Working Group from the Service Areas
- Business Case
- Pilot

The Business Case

□ Housing Benefits

■ Issues

- High number of Landlord phone and email enquiries
- High volume of letters and payment Schedules

■ Objective

- Move all Landlords to self service only
- Stop printing all related documentation

■ Expected Outcome

- Reduction in staff allocated to landlord enquiries
- Reduction in printing and mailing costs
- Improved service to Landlords

The Business Case

□ Council Tax

■ Issues

- High volume of calls and visits asking for arrangements to pay and account balance and payment information
- High volume emails requesting Discounts and Exemptions

■ Objective

- Develop online forms that route directly into Info@Work
- Encourage customers to Self Serve

■ Expected Outcome

- Reduction in calls, especially when Summons are issued
- Increase in use of online forms

Communication Strategy

- Stakeholders
 - Held a seminar for Landlords
 - Designated a Liasion Officer for enquiries

- Briefing Front Line Staff

- Publicity
 - Brand
 - Web Presence
 - Customer experience of navigating the site
 - Flyers

The Pilot - What we Did

□ Landlords

- Moved all Landlords onto self service
- Ceased sending paper documentation
- All documentation accessed online
- Pre-registered

□ Council Tax

- Designed intelligent Summons Arrangement and Single Person Discount Form
- Publicity and promotion
- Signed customers up who came to the One Stop Shop
- Promoted on Call Centre phone message

Evaluation

Landlords

- ❑ No decrease in email traffic but online forms for reporting changes would reduce incoming emails
- ❑ Phone calls to Systems Control team stopped as landlords used the payments information online instead of calling
- ❑ Users like the e-notifications and withdrawing this would be an unpopular move
- ❑ E-notifications will realise the £11.6k postage saving and additional print savings

Evaluation

Council Tax

- ❑ Online forms did not go live during the pilot so this benefit was not realised
- ❑ The Forms were seen as the way forward as testing had been carried out and the service liked the automation
- ❑ 2,255 residents registered

Customer Satisfaction

Landlords

- ❑ 53% able to resolve their queries
- ❑ 76% found the site user friendly
- ❑ 53% rated the service as good/excellent
- ❑ **They liked:**
- ❑ Quicker access to information
- ❑ Online payment schedule information

Council Tax

- ❑ 75% able to resolve query
- ❑ 69% found it user friendly
- ❑ 75% rated service as good/excellent
- ❑ **They liked:**
- ❑ 24hr access to account information

Lessons Learned

- ❑ Technical Support
- ❑ Need to offer ongoing training
- ❑ Ensure that the second stage authentication letters go out promptly
- ❑ Build in a service review of the affected processes

What next?

- ❑ Intelligent forms now in use and adding more
- ❑ Council Tax customers can now see all payments and documents online e.g. reminders, finals, summonses
- ❑ Landlords will be able to notify change of circumstances online
- ❑ Bill and Ben matching
- ❑ The Council will use the Authentication for all online services