

FACE TO FACE CONTACT - PROPOSED SCOPE OF CUSTOMER CONTACT PROJECT & PROCESS OF DELIVERY

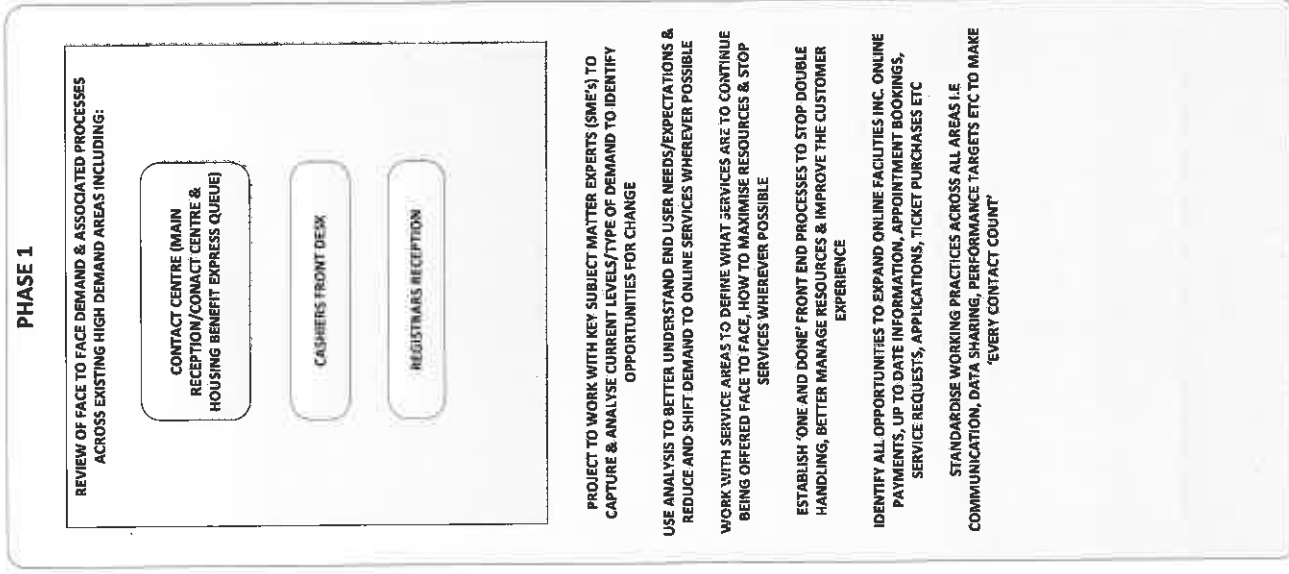
KEY OBJECTIVES OF THE REVIEW:

- CONSOLIDATE CUSTOMER SERVICES INTO A SINGLE MANAGED SERVICE
- PROVIDE A RANGE OF HIGH QUALITY CUSTOMER SERVICES THROUGH THE DEVELOPMENT OF TECHNOLOGY (INC. WEB, PHONE, EMAIL, SMS MESSAGING, SOCIAL MEDIA ETC)
- SHIFT CUSTOMER CONTACT AWAY FROM FACE TO FACE TO DIGITAL/SELF SERVICE CHANNELS WHEREVER POSSIBLE
- BETTER MANAGE DEMAND & USE CUSTOMER INSIGHT TO IMPROVE & SHAPE SERVICES
- BETTER USE OF RESOURCES TO IMPROVE THE CUSTOMER EXPERIENCE

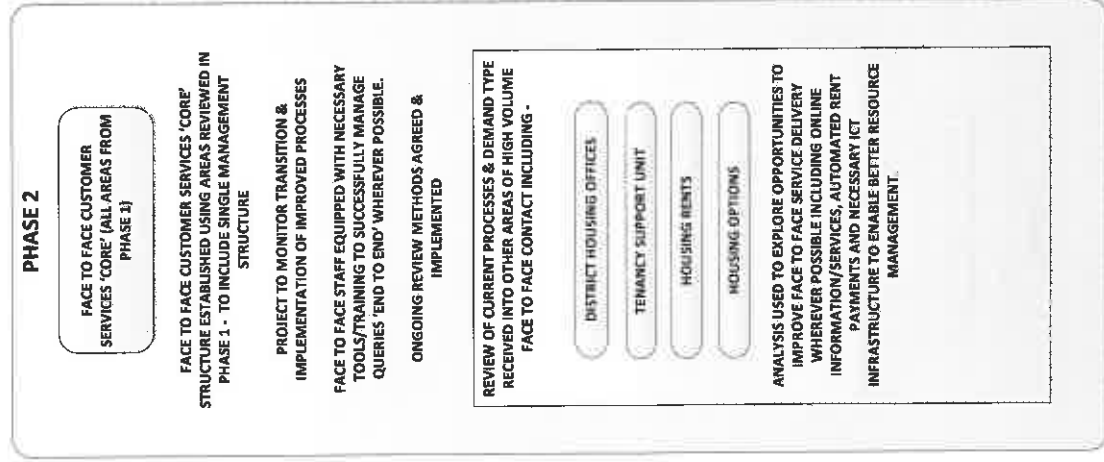
WHICH WILL RESULT IN:

- ✓ STRATEGIC DIRECTION & IMPROVED COMMUNICATION/LINKS ACROSS ALL CUSTOMER CONTACT CHANNELS
- ✓ CONSISTENT STANDARDS & PRACTICES TO MEET CUSTOMER NEEDS ACROSS ALL SERVICES
- ✓ REDUCTION IN UNNECESSARY CUSTOMER CONTACT
- ✓ BETTER USE OF EXISTING RESOURCES TO INCREASE EFFICIENCY & DRIVE DOWN COSTS
- ✓ QUICKER & EASIER ACCESS FOR OUR CUSTOMERS
- ✓ INCREASED CUSTOMER SATISFACTION

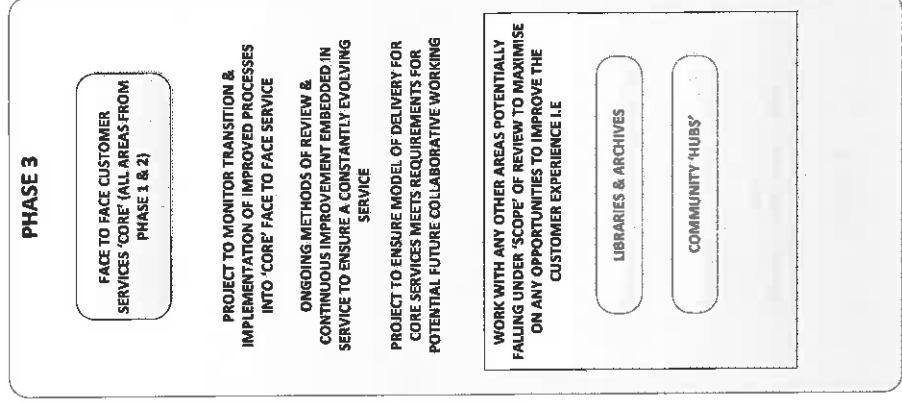
COMPLETION BY DECEMBER 2015



COMPLETION BY MAY 2016



COMPLETION BY NOVEMBER 2016



ANY OTHER SERVICES (TO EXTERNAL & INTERNAL CUSTOMERS) RECOGNISED AS APPROPRIATE BY PROJECT &/OR SERVICE AREAS TO BE INCLUDED IN REVIEW AS AND WHEN IDENTIFIED.

ONGOING WEB DEVELOPMENT – SWANSEA GOV END USER FOCUSED, POTENTIAL INCOME STREAMS MAXIMISED, DIGITAL INCLUSION PLAN TARGETED & DELIVERED TO SUPPORT CHANNEL SHIFT, APPROPRIATE MARKETING OF ONLINE SERVICES & ONGOING MONITORING/CUSTOMER INSIGHT UTILISED.

CONTINUED COMMUNICATION & JOINT WORKING WITH TELEPHONY PROJECT STREAM, WEB DEVELOPMENT & INFRASTRUCTURE TO GUARANTEE ALL PROCESS CHANGES & WAYS OF WORKING ALIGNED WITH MUTUAL OBJECTIVES (INC. DEVELOPMENT OF CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM, COLLABORATIVE WORKING POTENTIAL, RESILIENCE & ABILITY TO EXPAND)

PROJECT TO ENSURE JOINT WORKING WITH DEMAND MANAGEMENT, ASSET REVIEW, POVERTY & PREVENTION PROJECT STREAMS & ALL STAKEHOLDERS AS APPROPRIATE. ALL PROCESS CHANGES TO BE DEVELOPED & VALIDATED WITH SERVICE AREAS TO ENSURE CHANGES SUPPORT CORPORATE PRIORITIES.