

APPENDIX A: Proposed scope of delivery (discussed with Heads of Service & stakeholders)

TELEPHONY 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 TELEPHONY 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

