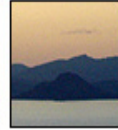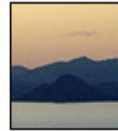# Smartphone App
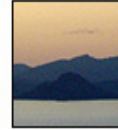
Esther Gunn-Stewart

Senior Manager Customer Service

- Located 25 miles SW of Glasgow
- 135,000 residents
- ¾ population live in urban areas.
- Islands Arran & Cumbrae

Landscape for Change

- Budget reductions
- Changing demographic
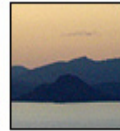 - Population forecast to fall by 4%
  - Increase in >65s by 25%

Customer services vision & principles

"North Ayrshire Council will provide cost effective access to high quality customer services for all who live, work and visit North Ayrshire. We will be recognised as a leader in customer service provision, continuously reviewing and improving what we do"

Right first time

Development of highly skilled and motivated staff

Corporately managed customer function

Deliver efficiency savings:
- Channel shift
- Reduction in 'failure' demand

Consistent service delivery

Committed to continuous improvement and innovation

Underpinned by a robust performance management approach

Customer Requests

- Make a payment
- Book an appointment
- Request information or advice
- Request a form
- Request a service
- Report a fault or issue
- Make a complaint or offer a compliment
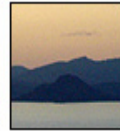
Smartphone App Rationale

- By 2015 80% of phones will be smart phones

- Engagement

- Back office feedback

- Test technology, identify demand

- Customer feedback

- Council perception

Demo

http://www.youtube.com/watch?v=A4awbnPH2yE

Results

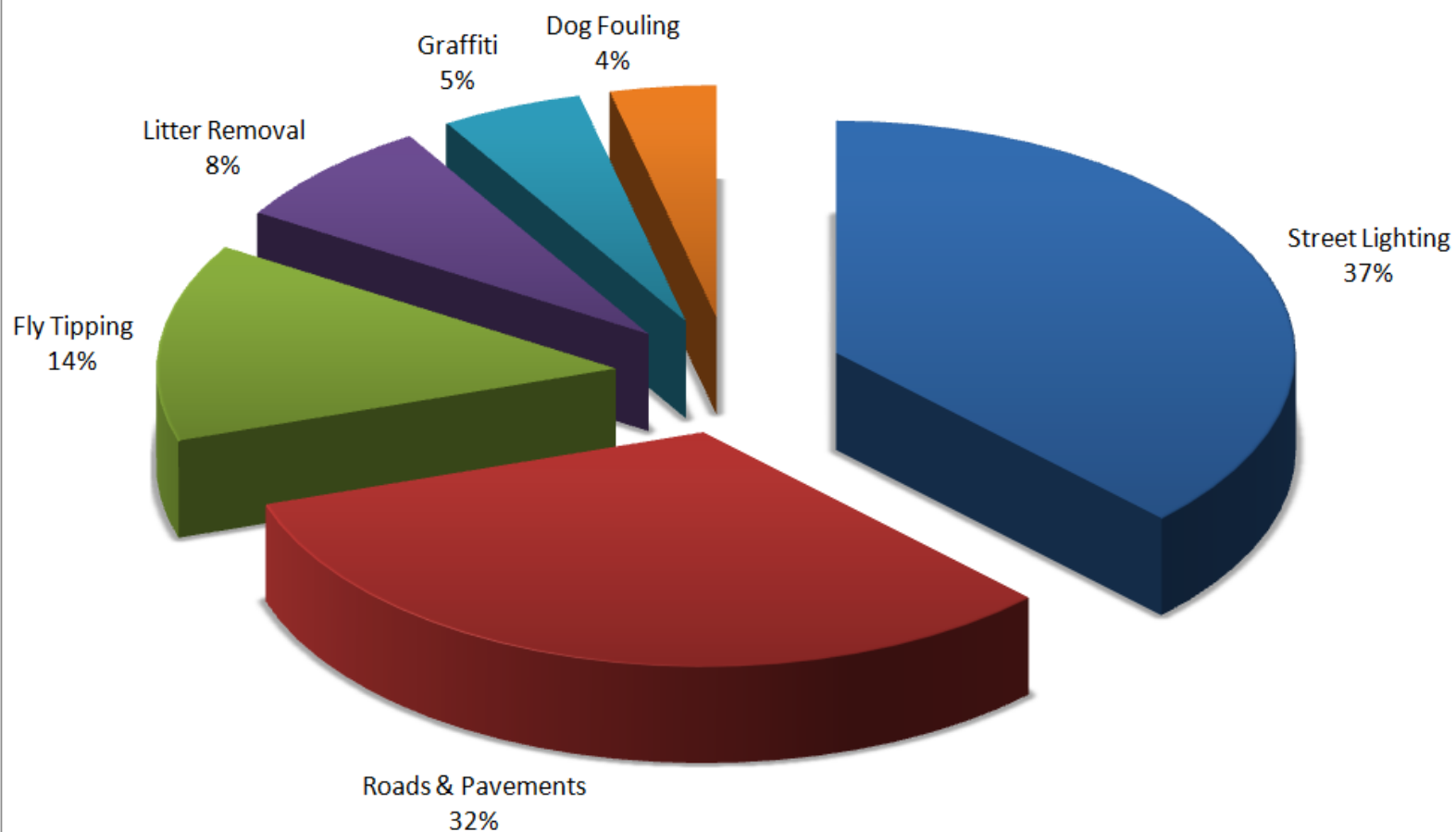Iphone App launched Oct 2011

Android App launched Feb 2012

1100 downloads
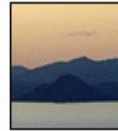
35% of all requests for Report It through self service

Results so far

**NORTH AYRSHIRE 'REPORT IT' iPHONE CASES RAISED SINCE LAUNCH**

- Graffiti 5%
- Dog Fouling 4%
- Litter Removal 8%
- Fly Tipping 14%
- Street Lighting 37%
- Roads & Pavements 32%

Customer Feedback

- 4* in Apple App Store
- 3* in Android App Store
  - Analysis to understand why feedback on iphone is more popular than Android
- Customer Surveys completed
  - 95% of customers would recommend the app to a friend
 - 80% of customers scored 4/5
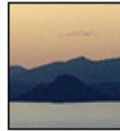
Internal Stakeholder Feedback

- Customers can report problems more quickly and easily

- Customers are more likely to report problems resulting in an increase in workload

- Important to manage customer expectations
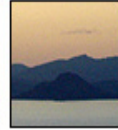
Benefits

- Access 24 hours per day
- Clear Service Levels with customers to set expectations
- Feedback to anonymous customers
- Reduction in calls to contact centre
  - Potential for long term savings
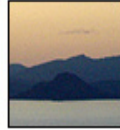- Accurate information on location and items
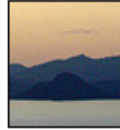
Areas for Improvement

- No integration with the Roads IT system
- Managing customer expectations
- No way of identifying jobs already raised

QUESTIONS