



Digital Optimisation

“Our ambition is to provide customers with the opportunity to access a range of Council services anytime anywhere through the delivery of high quality digital services”.

We’re on with it.”



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Contribution to Council Plan Objectives

Our Council

- Improve the efficiency and effectiveness of our services by:-
 - Providing digital access to services
 - Using existing and new technologies to work differently
 - Ensuring that our digital policies and procedures are efficient and productive
 - Ensuring our technology infrastructure is fit for purpose for a modern organisation
- Deliver effective communication
 - Continuous improvement of the Council's website, including the development of digital and social media channels.

Background

- **Government Digital Services (GDS)**
 - Government Digital Strategy
 - Sets the national context for central and local government and implements central government digital programmes
- **LocalGov Digital (LGD)**
 - In partnership with GDS, develops and maintains Digital Services Standards to help Councils to deliver
 - Supports Councils through advice, events and peer-groups

Why Digital?

- Rapid increase in digital technologies and services in recent years
- Increasing number of customers expect to carry out business online, anytime and anywhere
- High cost of providing services face to face and by telephone is challenging in the face of public spending cuts



Opportunities

- Increasing digital provision improves customer service by offering access to services 24 hours per day 7 days per week
- The use of digital tools and approaches enables the Council to deliver services more efficiently
- By providing those customers willing and able to self serve with the means to do so, the Council can focus resources on those in greatest need

Challenges

- The wide and varied range of Council services
- The availability and cost of digital solutions
- Integration between systems
- Digital skills in the workforce and supplier partners
- Marketing and promotions
- Changing customer habits
- Digital exclusion

Our approach

- Ensure that a positive experience for the Customer is at the heart of solutions
- Recognise that digital is not always the most appropriate method for service delivery
- Understand customer needs and digital capability to ensure that services meet the needs of all customers, including those for whom digital services are difficult to access
- Work in partnership across the Council, with other Councils and with Digital suppliers to achieve more



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Customer Engagement

- Consultation – to understand views and experiences
- Marketing and promotions - to raise awareness
- Digital Assistance – to help customers use online services
- Continuous improvement

Stockton Council Current Position



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Stockton Council Online

- Website and online services developed over several years
- Information, advice and guidance
- Common transactions on line
- Accessed through desktop and mobile devices
- Social media
- My Stockton (personalised customer portal)
- Do it online campaign



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Stockton Council Website



My Stockton
[Login or Register](#)

- STOCKTON COUNCIL
- ECONOMIC REGENERATION AND TRANSPORT
- ARTS CULTURE AND LEISURE
- ENVIRONMENT AND HOUSING
- CHILDREN AND YOUNG PEOPLE
- COMMUNITY SAFETY
- ADULT SERVICES
- HEALTH AND WELLBEING
- STRONG COMMUNITIES

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Report it

Such as:

change of address, anti-social behaviour, missed bin, broken street light, damaged road, path, pothole or road sign



Apply for it

Such as:

job vacancies, housing benefit, council tax, free school meals, bulky waste collection, submit planning application



Pay for it

Such as:

pay a bill, pay your council tax, pay a parking fine

Top Tasks

Council Tax	Customer Services	Change of address
Apply for a blue badge permit	Garden Waste Collections 2018	Roadworks
Pay Council Tax	Replacement Recycling Items	Housing Benefit
Bin collection dates	School admissions	Bulky waste collections
Report a missed bin	Apply for a job	View more →



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Do it Online – Most popular transactions



Pay a bill from Stockton Council



Tell us about a change of address



Benefits entitlement calculator



Housing Benefit



Council Tax



Dog fouling



Faulty street light



Household waste and recycling



Waste and recycling collection dates



Litter & street cleaning



Bulky waste collection



Grass cutting, weeds, hedges and trees



Animal Welfare



Damaged roads, paths, potholes and road signs



Small business rates relief



Air pollution



Damaged drains



Public health nuisance



Alley gates



Noise



Health and safety



Winter maintenance and gritting



Playground problems



Food safety



Make a complaint, send a compliment or comment about Stockton Council services



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My Stockton

BACK TO HOMEPAGE

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MY POPULAR SERVICES

report it | pay for it | apply for it

Bulky Waste Collection | Change of Address

Dog Fouling | Noise

MY SERVICE REQUESTS

11/01/2018	10100560929 - MISSED COLLECTION	IN PROGRESS
01/09/2016	101004450870 - NOISE COMPLAINT - GENERAL	COMPLETED
01/09/2016	101004450917 - BLUE BAG FOR RECYCLING	COMPLETED
26/04/2017	101005121125 - DOG FOULING	COMPLETED
26/04/2017	101005124824 - DOG FOULING	COMPLETED
05/01/2018	101005594517 - EMPTY PUBLIC BIN	COMPLETED

SCHOOL HOLIDAYS 2018

12 - 16 Feb - FEB	HALF-TERM 12 February 2018 to 16 February 2018 Inclusive
30 - 13 Mar - APR	EASTER HOLIDAYS 30 March 2018 to 13 April 2018 Inclusive
07 MAY	BANK HOLIDAY 07 May 2018

MY WASTE COLLECTION DAYS

You are part of a BLUE week collection

GARDEN	RECYCLING	WASTE
DEPENDING ON YOUR PROPERTY, COLLECTIONS WILL START WEEK COMMENCING 29 MARCH 2016	THURSDAY 27 APRIL 2017	THURSDAY 27 APRIL 2017

MY WARD COUNCILLORS - BILLINGHAM NORTH

Christopher Barlow Lab	Lauriane Povey Lab	Paul Weston Lab

MY AREA

Map | Satellite

HOME | ROADWORKS

GRITTING

VIEW ALL

- CUSTOMER SERVICES
- LOCAL LIBRARIES
- SCHOOLS

Map data ©2018 Google

MY DETAILS

Welcome Ann
Friday, January 12

MY COUNCIL TAX ACCOUNT | MY VIEWS | PLANNING APPLICATIONS | JOB VACANCIES

Digital Transaction Video



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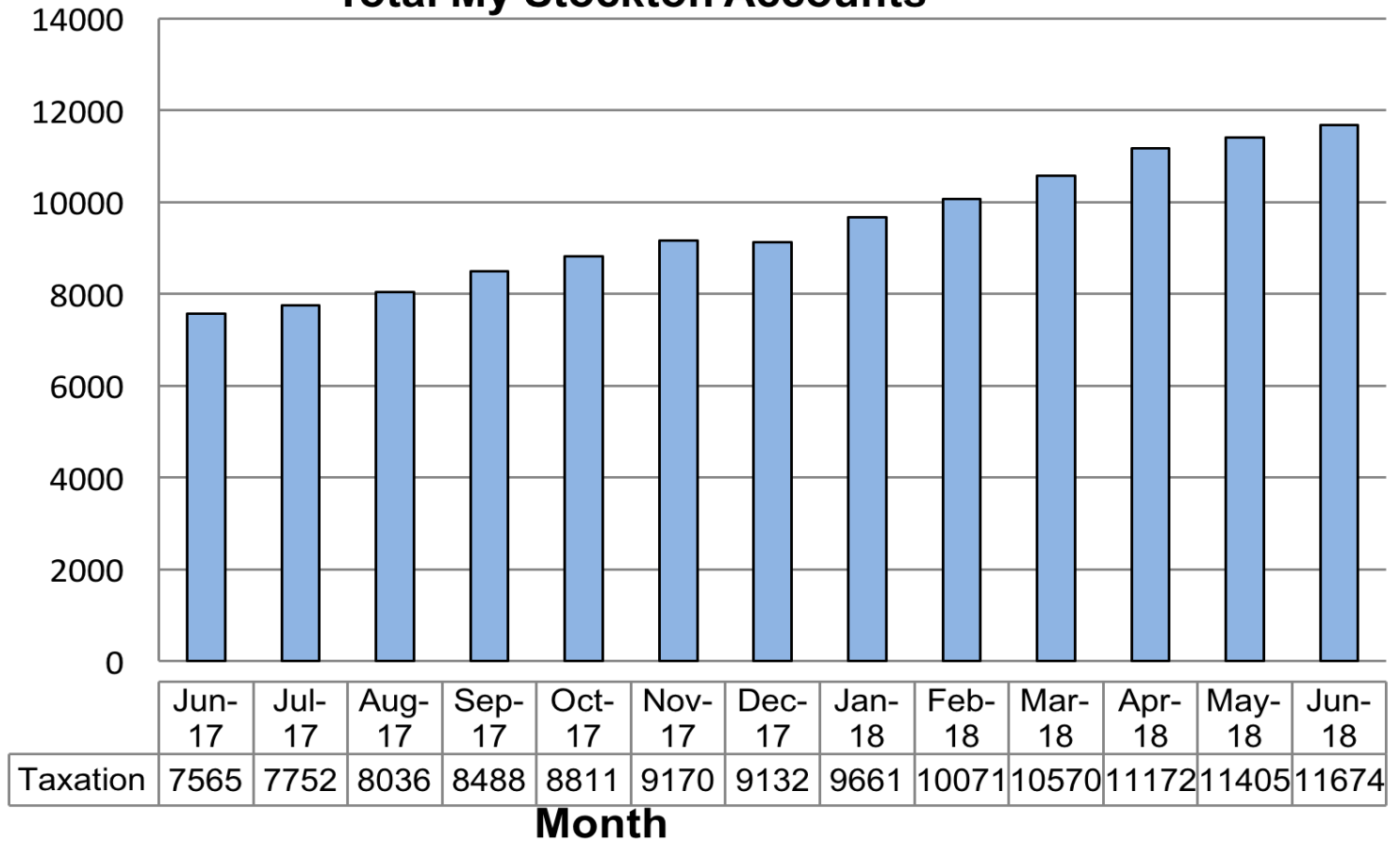
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My Stockton take up

Number of Registered Users

Total My Stockton Accounts



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Stockton Council Facebook

https://www.facebook.com/stocktoncouncil

Stockton-on-Tees Borough Council

Stockton-on-Tees Borough Council
@stocktoncouncil

Home
About
Photos
Videos
Events
Posts
Community
Info and ads
Create a Page

Stockton-on-Tees Borough Council

Lorraine Home Find Friends

Liked Following Share

Photos

Public & government service

Community See all

Invite your friends to like this Page

10,320 people like this

10,439 people follow this

Paul Dobson and 4 other friends like this

About See All

01642 393939

www.stockton.gov.uk

Public & government service

Suggest Edits

Related Pages

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Stockton Council Twitter

Browser address bar: <https://twitter.com/stocktoncouncil>

Twitter navigation: Home Moments

Search Twitter

Have an account? [Log in](#)



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Tweets **26.7K** Following **830** Followers **15.1K** Likes **4,674**

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Stockton Council ✓

@stocktoncouncil

Stockton-on-Tees - Billingham, Stockton, Norton, Thornaby, Ingleby Barwick, Yarm & surrounding areas. We provide vital services that keep the borough ticking!

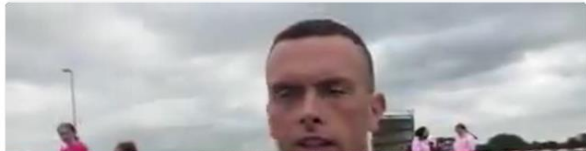
📍 Stockton-on-Tees, UK

stockton.gov.uk

📅 Joined May 2009

Tweets **Tweets & replies** Media

Stockton Council ✓ @stocktoncouncil · 1h
WATCH: @RKilty1 talks to students at @northfieldssc this morning before their Race for Life. Richard talked about keeping fit, getting inspired, and entering the @Simplyhealth Great Tees 10k in September. More information here: stockton.gov.uk/Tees10k @Great_Run



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Windows taskbar: Type here to search, 16:13, 13/07/2018



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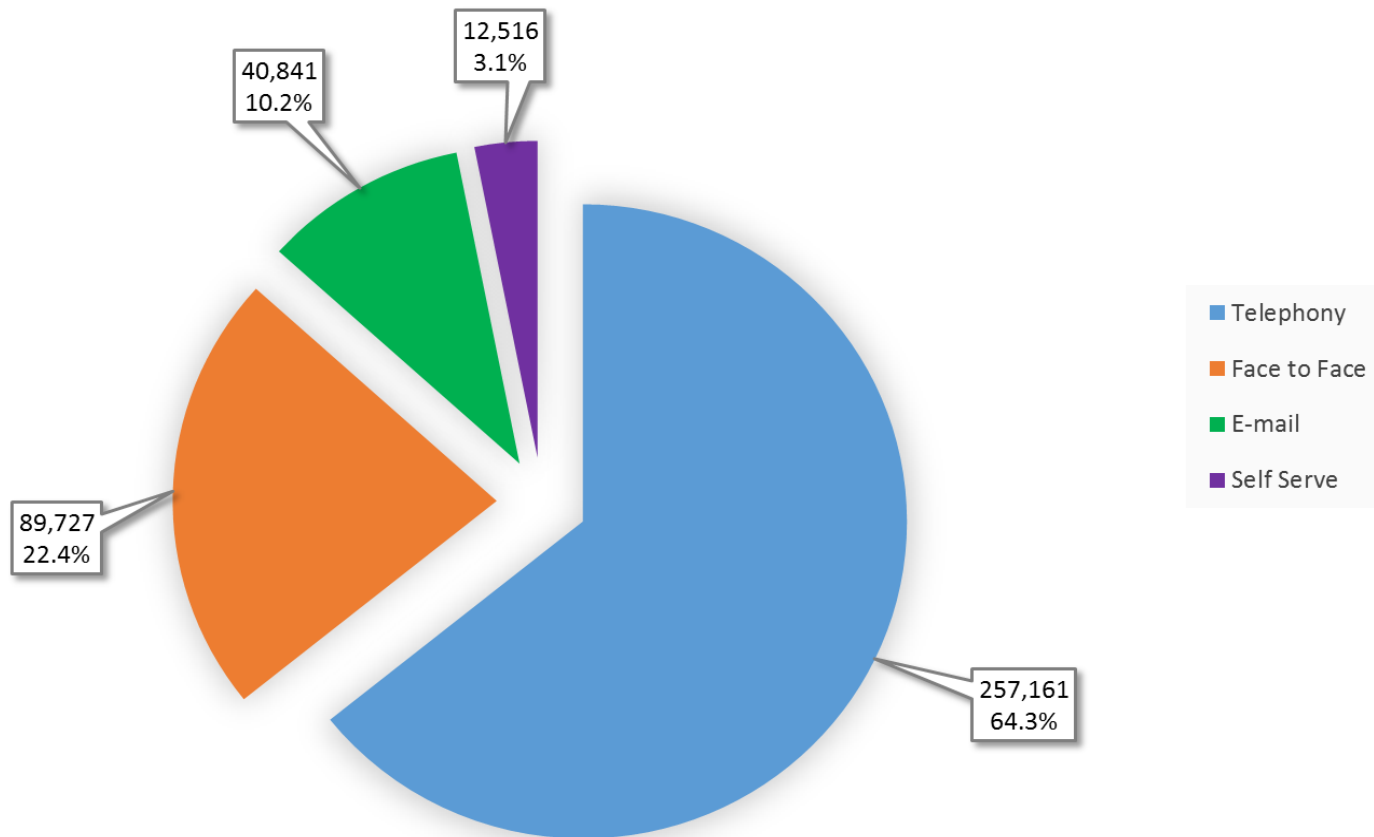
Customer Services Contact Analysis



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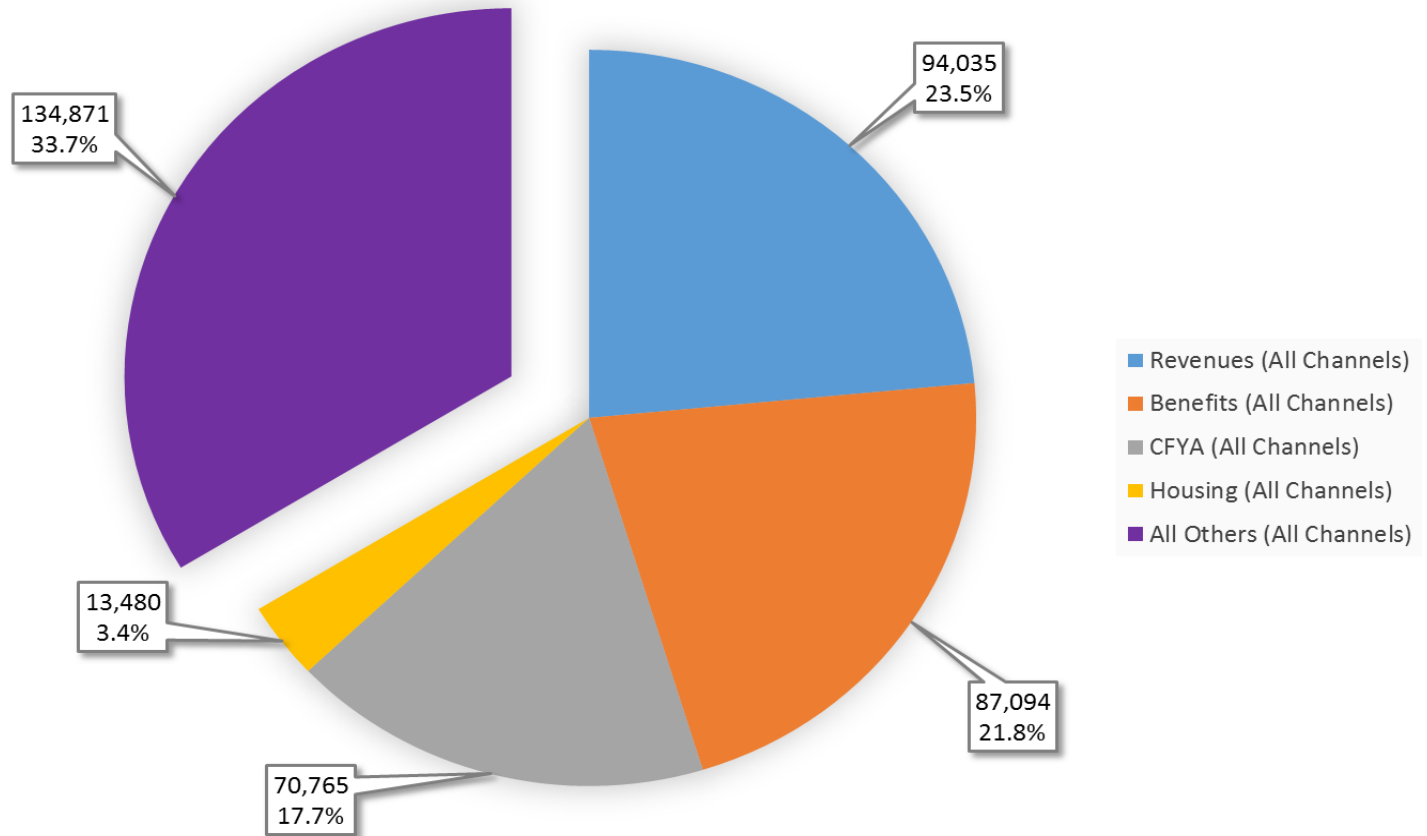
All Contacts by Channel 2017 - 18

Total Contacts = 400,245

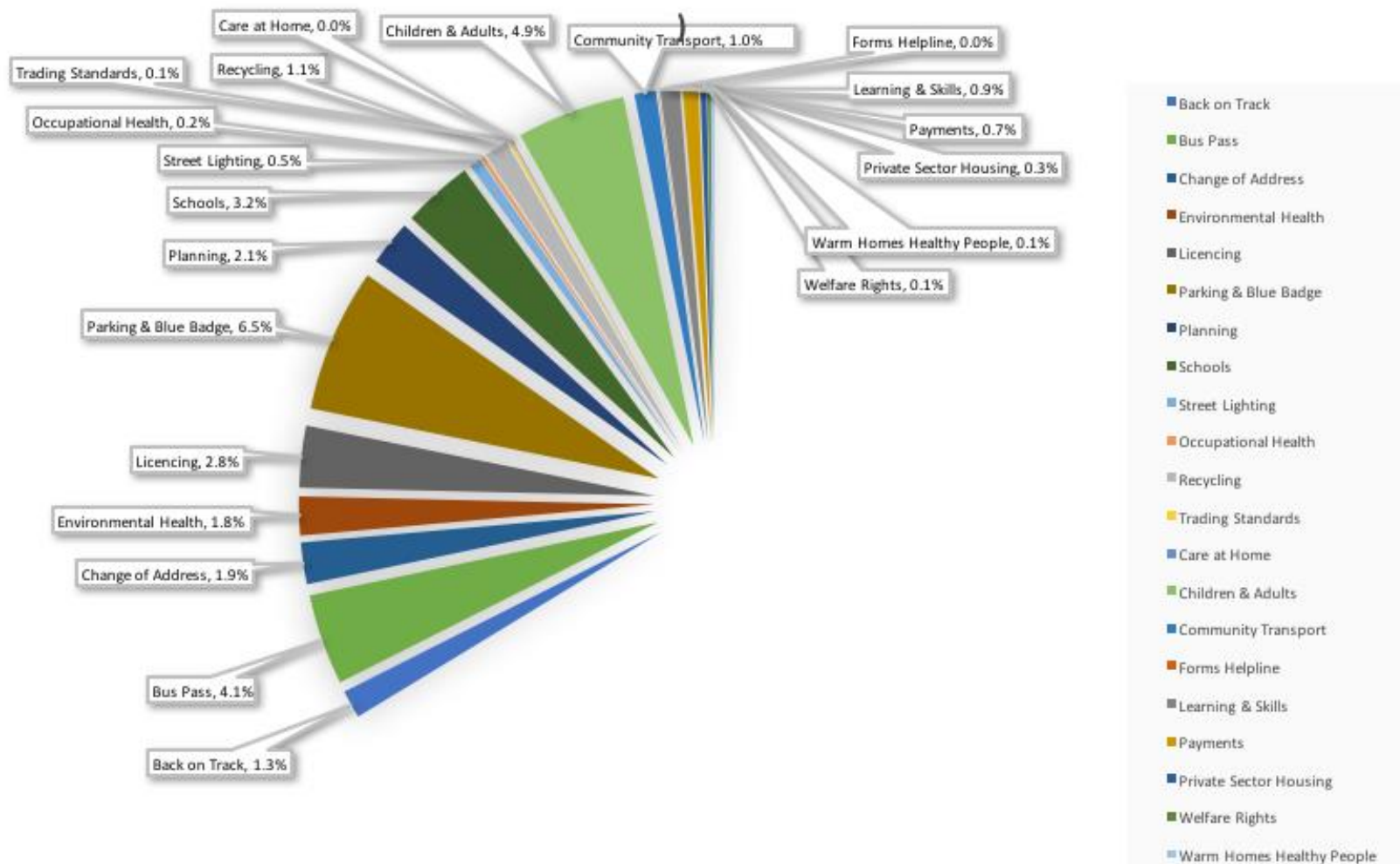


All Contacts by Service 2017 - 18

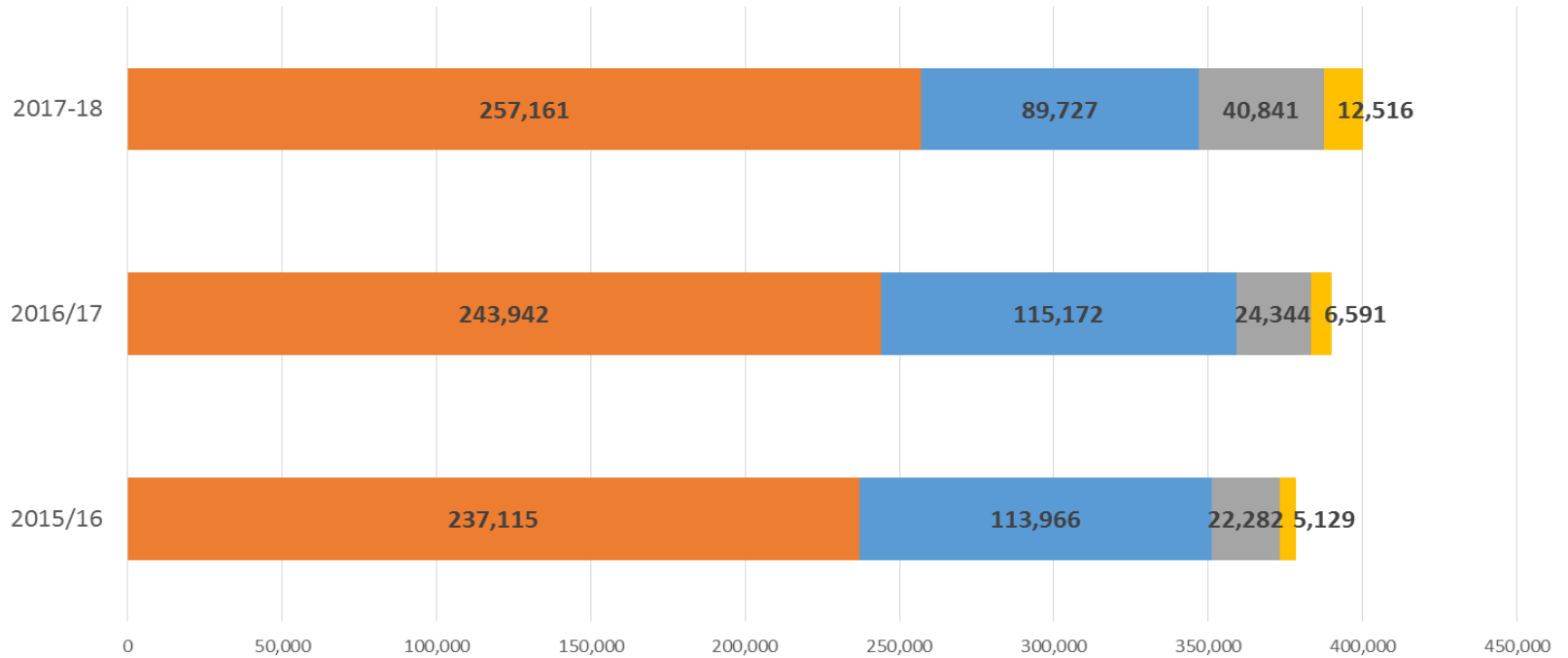
Total Contacts = 400,245



Breakdown of Other Services Total Contacts = 134,871 (Breakdown of purple segment)



Stockton Customer Contacts by Channel April 2015 - March 2018



	2015/16	2016/17	2017-18
Telephone	237,115	243,942	257,161
Face to Face	113,966	115,172	89,727
E-Mail	22,282	24,344	40,841
Self-Serve	5,129	6,591	12,516

■ Telephone
 ■ Face to Face
 ■ E-Mail
 ■ Self-Serve

Customer Consultation



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My Stockton Survey – January 2018

- Used to understand customer experiences of My Stockton, when, why and how often they choose to use it and how it can be improved
- 26 questions
- 228 respondents
- Feedback generally positive
- Ideas for improvement

Customer Satisfaction

- Regular feedback via surveys, telephone and customer comments, achieving 93% satisfaction rating for 2017/18

My Stockton use – January 18

My Stockton Survey

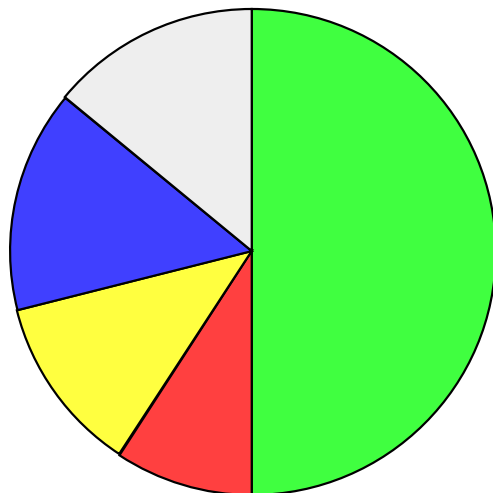
Survey Responses **228**

Question responses: **196 (85.96%)**

Since registering with 'My Stockton' please let us know how you have accessed our services?

?

?



		% Total	% Answer	Count
?	I have logged all my service requests through "My Stockton"	50.00%	58.16%	114
?	I have logged my service requests either through "My Stockton" or by telephone	9.21%	10.71%	21
?	I have logged my service requests either through "My Stockton" or by calling into a Customer Contact Centre	11.84%	13.78%	27
?	I have used My Stockton, or telephone, or called into a Customer Contact Centre to log my service requests	14.91%	17.35%	34
?	No response	14.04%	-	32

Digital Customer Services

Delivery Plan 2018



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Key Priorities - Customer

- Understand customer needs and preferences
- Customer focused service design
- Improve customer confidence in digital technologies through advice, guidance and digital assistance
- Ongoing customer consultation



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Key Priorities – Digital capability

- Improve existing online services to take advantage of new technologies
- Develop new online services in line with Customer preferences and Council priorities for improved efficiency and effectiveness
- Develop workforce digital skills and capability
- Marketing and promotion



customer experience



boosting the borough

Digital Opportunities



service effectiveness



local democracy

Any Questions



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