

Customer Insight Project – Statement of Intentions

Introduction

The purpose of this document is to inform all of the project stakeholders (both internally and externally if applicable) and members of staff of your council about this project. It's aims, objectives and in particular emphasises the need for council transactional data to enable this project to be successful.

The statement of intentions should be used to inform any council staff that is required to carry out any work (data extractions, information gathering) prior to the customer insight project beginning. It is vital that the council engages the council staff, not only because the outputs will ultimately effect the way they work but also to gain 'buy in' into the process. With the council staff engaged, council data will in most cases become easier to gather, extract etc.

Project Aims

The aim of the project is to understand the characteristics and needs of the residents your council area to develop strategies to help drive service transformation. By analysing your customers we can:

- Get a better understanding of the socio demographic make-up of your council area to enable, for example, the identification of hard to reach groups, understand levels and types of deprivation etc.
- Identify and understand
 - gaps in service delivery,
 - differences in service take-up
 - which services to cluster together for differing socio demographic groups to enable a cohesive and collective service delivery
 - what communication and marketing routes to utilise for different segments
- identify location and access planning issues to reflect different requirements and understand how and where best to provide these services across your council area

Data Requirement

To enable us to successfully complete this we need to be able to profile locally sourced data. Data collected at a national level is available but local data will provide a view of **your** customers. This local view will enable local issues to be identified and will be instrumental in answering the questions specific to your council;

Eg.

Which of my council services are my customers using?

How many recycle? Is that enough?

How many pay their council tax by direct debit? Is that enough?

How many customers use the stop smoking service? Is that enough? – And so on.

To successfully profile council data the requirements are;

Address level data – or, if that is not available

Postcode level data

It is important that as well as the address or postcode, where a service has many options that this is identifiable on the data. For example;

Recycling:

Postcode	Garden waste collection	Recycling bags request
NG24 3FY	YES	YES

If available information on the communication routes they currently use, namely face-to-face, telephone, web, e-mail etc would also be extremely useful information on the communication preferences your customers currently have.

None of your council data will be output, shared or used in any other capacity other than to create the 'service profiles' and 'service maps' to describe how the different customer groups in your council area interact with you. An example of which is below in the "Example Output" section.

Please see section 3 of the customer insight pack for full details on the data protection issues of sharing council data.

What data?

Any council (and other related datasets, eg. Health or Crime datasets) that relate to customer usage of that service can be used in this project. Below is a summarised list of datasets that the Public Sector Team have analysed in the past on the behalf of public sector organisations.

Council Tax Information

DD payers

Arrears

Cash payers

Telephone payers

Benefits

Council tax benefits

Housing benefits

Single person discount on council tax

Waste Management

Recycling collections

Planning applications

Health information

Stop Smoking

Libraries Data

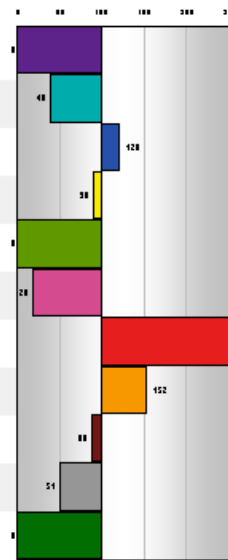
Loans, Online accounts, PC users

Example output

Below is an example of how Experian will use the data:

Information about attendance of ‘Stop Smoking’ clinics has been provided with an address field allowing us to assign each record to a Mosaic geo-demographic group (or customer group). Below is an example profile using Mosaic Public Sector. This along with maps showing how these customer groups are distributed in your area, along with a customer insight report, are the main outputs of a customer insight project:

Mosaic Public Sector Groups	Your area file	%	Comp.	% Pen.	%	Index
A Career professionals living in sought after locations	0	0.00	2,733	2.49	0.00	0
B Younger families living in newer homes	322	4.64	12,851	11.70	2.51	40
C Older families living in suburbia	1,225	17.65	16,090	14.65	7.61	120
D Close-knit, inner city and manufacturing town communities	1,330	19.16	23,297	21.21	5.71	90
E Educated, young, single people living in areas of transient populations	0	0.00	10,902	9.93	0.00	0
F People living in social housing with uncertain employment in deprived areas	114	1.64	9,139	8.32	1.25	20
G Low income families living in estate based social housing	2,143	30.87	10,258	9.34	20.89	331
H Upwardly mobile families living in homes bought from social landlords	1,440	20.74	14,984	13.64	9.61	152
I Older people living in social housing with high care needs	145	2.09	2,618	2.38	5.54	88
J Independent older people with relatively active lifestyles	223	3.21	6,946	6.32	3.21	51
K People living in rural areas far from urbanisation	0	0.00	7	0.01	0.00	0
Total	6,942	100	109,825	100	6.32	100



More likely to use stop smoking clinic than other customer group

All households who attend stop smoking clinic

All households in your area

Analysis of these records reveals that a certain customer group is more likely to attend the clinics than any other. The customers of Group G that are not currently attending (c. 8,000 households) the clinics may be unaware of the service provided or where they can visit.

From the information that has been used to build the group we know that their preferred communication method is a leaflet and/or poster campaign. Using this information the group can then be targeted in an efficient and cost effective way which will help to increase the numbers of people attending the clinics and hopefully increase the numbers of non-smokers.