

PR19 Customer Challenge Group – Vulnerability Sub-Group

**Meeting number:** 7

**Meeting Date:** 5<sup>th</sup> March 2018

**Paper No:** 4

**Agenda No:** 5

**Title:** Customer Journey Mapping - Update

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**Purpose:** For information/discussion and agreement on approach being adopted.

**This document contains commercially sensitive information, and is confidential to the Customer Challenge Group, and the Consumer Vulnerability Sub Group.**

**Printing:** This document does contain any graphs or pictures and therefore will require you to print in colour.

<b>What is this paper about:</b>	Provide the CCG VSG with an update on the Customer Journey Process that has been developed
<b>Action needed from the CVSG:</b>	For information and discussion. Views are sought on the approach.

# Customer Challenge Group Vulnerability sub-group

Meeting 7, Agenda item 5

## Journey Mapping - Update

5<sup>th</sup> March 2018

Company Confidential

Identification				
ID 1	ID 2	ID 3	ID 4	ID 5
Vulnerability risk factors	Data - Understanding our customers at risk	The Customer Journey - Barriers to receiving 5 out of 5 service	Insight - Engagement Dashboard	PSR and risk factor development / amends
Elderly				
Disabled				
Mental health				
etc.				
Risk factors continued				

Last Update Provided January 2018

**Focused on;**

- Initial Review of a key Customer Service Process – Home Mover Process
- Key Touchpoints and accessibility of service on vulnerable risk categories
- Identification of general gaps

**What we have focused on;**

- Developed a process that enables us to map wider business processes
- Provides a clear approach to understanding gaps
- Creation of a timeline of activities

# Approach Development

## Focused on;

- Initial Review of a key Customer Service Process – Home Mover Process
- Key Touchpoints and accessibility of service on vulnerable risk categories
- Identification of general gaps

## What we have focused on;

- Developed a process that enables us to map wider business processes
- Provides a clear approach to understanding gaps and allows us to make immediate short term improvements and longer term improvement plans

# Key Matrix Under Development

- Extract from matrix – this remains work in progress

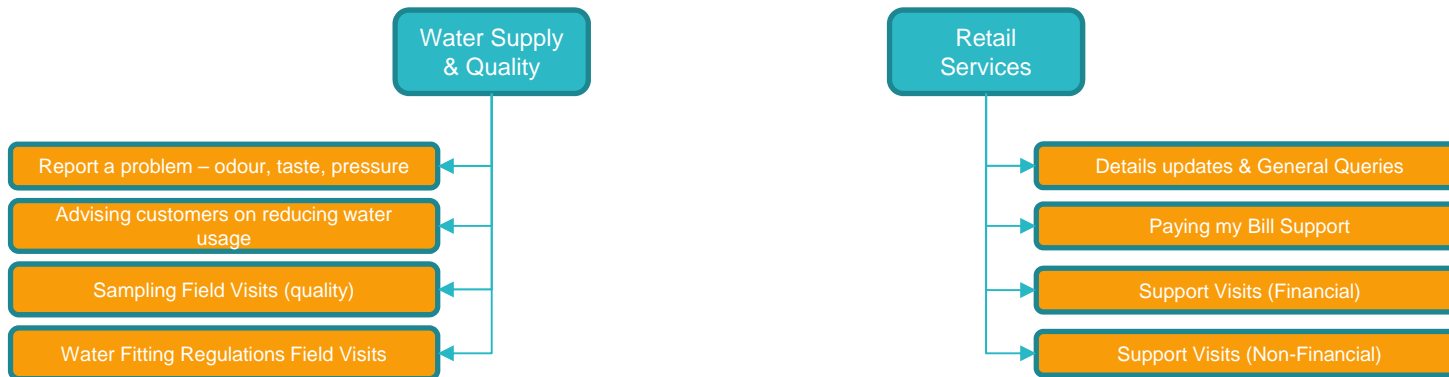
Key Products and Services	Activity Trigger	Customer First Contact	SEW First Contact	Vulnerability risk factor reviewed against	Gap 1 Identified	
Water Supply and Quality	Report a problem - no water, odour, taste, pressure	Telephone - in working hours		Blind Non-English Speaker etc.		
		Telephone - out of hours		Blind Non-English Speaker etc.		
		Website contact form - working hours				
		Website contact form - out of hours				
		Letter				
		E-mail - working hours				
		E-mail - out of hours				
	Advising customers on reducing water usage		Letter			
			Website Comms			
			Company leaflets			
	Sampling (Field Visits) - Quality		Technician Visit			
			Letter from company			
Water fitting regulations - sample failures on domestics on request of water sample failure		Letter to schedule visit				
		Call to schedule visit				
Repair and Maintenance	Doing something scheduled that might effect the customer	Website Comms				
		Letters				
	Hazards in the area Incident affecting the area		Website Comms			
			Text comms			

# Matrix Explained

- Primary products and services supplied by SEW

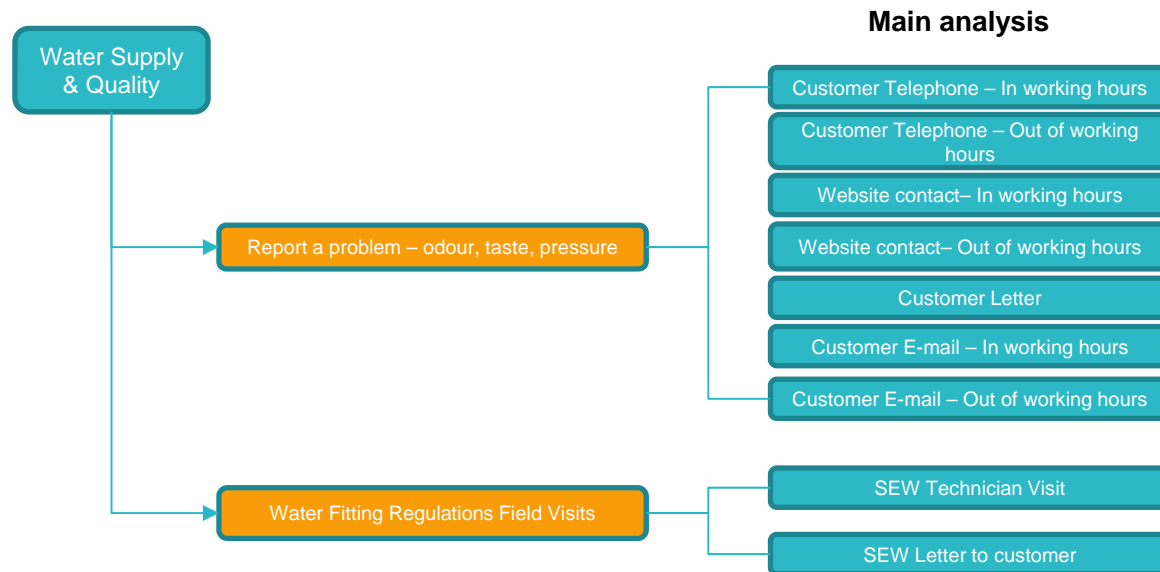


- Key activity triggers – these are grouped activities that drive customer activities, contacts etc.



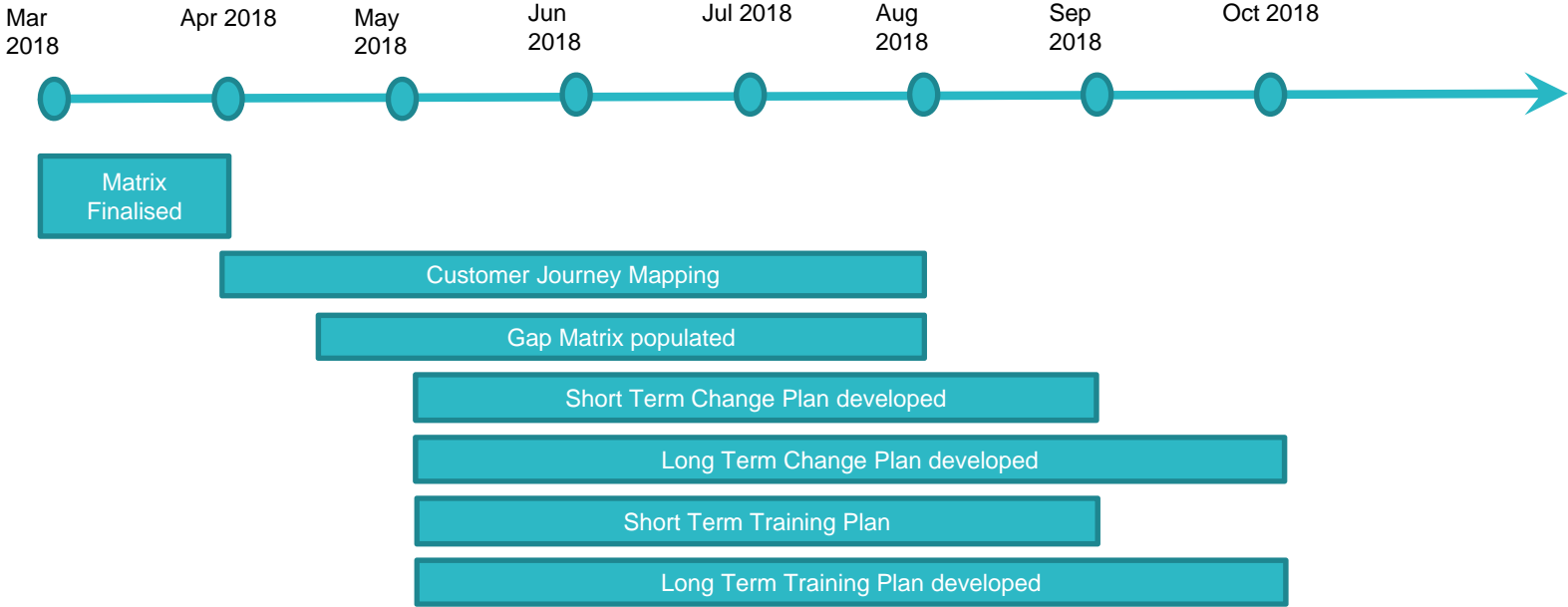
# Matrix Explained

- Journeys will be mapped based on grouped triggers and customer channels where customer contacts and SEW channel when initiated by the company



# Timeline

- The following plan has been developed





## Next Steps

- The matrix and work stream will re-align to this plan
- CCG – VSG will be updated further with analysis and findings in May 2018
- Analysis from this works tream will be fed into vulnerability training work stream
- Analysis from Horizon Scanning activities will feed into future developments of this activity
- Feed vulnerability risk factors into matrix as identified

End