

# Redesign Principles

## Customer Focus



- Services are designed to deliver customers **what they need in a way they value**
- Customers can access the services they need **in a way and at a time that suits them**
- **Language is consistent and easy** for customers to understand
- Customers are provided with information so they **know where their query is up to**

## Digital First



- Digital services are **accessible and easy to use** by customers
- The Council **encourages customers to self-serve**
- There is a **single source of information** for customers and staff
- Services are **'digital in, digital out'**, removing paper by default
- Processes are **automated** wherever practicable
- Staff are able to focus on **delivering high-value activity**

## Right First Time



- Simple queries are dealt with at the **first point of contact**
- Customers are **clear about the information and evidence** they need to provide to services
- Customers are **not repeatedly contacted** for further information
- The Council ensures customer requests are **actioned across services**

## Standardisation



- Customers experience the same **professional, standard service** across all channels
- The Council has a **common approach to customer journeys** (including use of triage and locality officers)
- Customers apply, report, book and pay in a **consistent way**
- A **standard set of technology** is used across services where practicable