Transformation Programme
Product Delivery Overview

Project	Objective	Six-Monthly Plan			Outcome Milestones
			Customer Value	Organisation Value	
		Products	**Vulnerable**	**MBC**	
Prototype	Develop a prototype along Digital by Default (DbyD) principles to test future service options	Integration CRM - EDM	Positive: Med	Positive: High Learning	Technical Solutions Tested - May 2013
		Capturing outgoing letter/s in EDM	Positive: Med	Positive: High Learning	
		Data Matching (circa 1500 customers)	Postive: Low	Positive: High Learning	
		Customer Registration (circa 1500 customers)	Positive: Low	Positive: High Learning	
		Customer Authentication (circa 1500 customers)	Positive: Low	Positive: High Learning	
		Online Uptake	Positive: Low	Positive: High Learning	Promote digital & analyse Insight - April 2013
		Customer Engagement	Positive: High	Positive: High Learning & Promotion	
		Digital Delivery Access Page	Positive: Low	Positive: Low Promotion	
Council Tax Support	Develop & Impliment New Scheme	Discretionary Fund in place	Positive: High £	Positive: High Reputation £	Impliment Scheme & Inform customers - Jan 2013
		Change to Exemptions	Positive: High £	Positive: High Reputation	
		Accurate CT Bill	Positive: Low	Positive: High Reputation	
		Opt-in Letters sent ?Opt-in to CTS ?Opt-in to digital ?Send email			
		Communications Plan (regional group)			
		CTS New Claims & Collection Process ? On-line	Positive: Medium		Process Re-Design May 2013

Customer Relationship Management	**Remove waste and reduce avoidable contact while delivering DbyD services**	Authentification & Verification Process	Positive: High	Positive: High Reputation £	**Initial DbyD Services – May 2013**
		Enable CTS New Claims & Collection Process	Positive: Medium		
		Streamline other processes (R&B, CT) ?To be defined ?Development of proactive customer messages / reacting to calls in to CS etc.	Positive: High	Positive: High Reputation £	**DbyD Process Developments (Phase 2) – Post May 2012**
		Increase web forms & Workflows ?To be defined	Positive: High	Positive: High Reputation £	
Enterprise Document Management	**Enable DbyD services, improve knowledge management & access to information**	Upgrade to Content Server 10	Neutral	Positive: Med	**Develop Platform for Corporate roll-out of EDM – May 2012**
		Document management for CTS scheme	Positive: Low	Positive: Med	
		Document management for UC requirements ?To be defined	Positive: Med	Positive: High	
		Implement web portal functionality for planning / CTS / housing options ?Webview ?To be defined	Positive: High	Positive: High	**Direct customer access – Post May 2012**

Website	Improve content, visibility & accessibility of our Digital channel				Baseline Customer Satisfaction - Dec 2012
		Re-installation of Gov Metric (cust satisfaction)	Positive: Med	Positive: High	
		Procurement of new Content Management System	Neutral	Neutral	Digital channel aligned to customer needs - May 2013
		Updated web content following review (all service areas)	Positive: High	Positive: High Reputation £	
		Implementation of design improvements from customer engagement	Positive: High	Positive: High Reputation £	