

Appendix 1 – REAP Achievements

1.1 REAP achievements

Below are some examples of the success achieved by REAP to date.

Pest Control	Residents can now book amend and cancel appointments using a digital form. When they ring through to the contact centre, we can identify their phone number and their customer record pops up on the advisor's screen, giving a personal touch and a seamless experience. We have collected over £80k in fees this way and reduced residents having to chase us by 58%
Quality Assurance	<p>In 2021 we implemented quality assurance checks in the main contact centre. This step allowed us to closely monitor service levels on a per-call basis and address any training or development needs, as necessary.</p> <p>Additionally, through REAP we created and developed a Quality Assurance (QA) module within the complaints management system. This module was successfully launched in the Housing Hub complaints and resolutions team in April 2024 and is now being rolled out across the entire council.</p>
Customer Satisfaction Surveys	<p>In 2023, we implemented customer satisfaction surveys via text at the end of calls to our main contact centre and housing repairs. Additionally, a customer satisfaction survey for face-to-face services at 145 King St was introduced in April 2024. We also began measuring customer satisfaction on complaint responses through REAP in October 2023.</p> <p>We are in the process of implementing Netcall Contact Centre surveys across the entire council, with completion expected by the end of August 2024. As part of this effort, we are enhancing the survey for complaint responses and exploring wider engagement with other face-to-face service provisions by introducing QR codes for customer satisfaction feedback.</p> <p>All the insights and learnings from these surveys will be consolidated into a Business Intelligence (BI) dashboard, which will include all other satisfaction measures tracked through REAP in 2024.</p>

Cost of Living Contact Centre	<p>COL advice team was successfully launched in October 2022 with the invaluable support of REAP. This initiative encompassed several key components:</p> <ol style="list-style-type: none"> 1. Comprehensive Website Offer: We developed a comprehensive website to provide essential information and resources. The website was co-produced in collaboration with the co-production officer from the REAP team. 2. Intranet Knowledge Base: As part of the service, we established a knowledge base accessible via the intranet. This repository holds essential information and resources for both staff and residents. 3. Learning Zone Training Module: To ensure consistent understanding and effective service delivery, we created and delivered a learning zone training module. This module was rolled out across the entire council. 4. New Service Channels: <ul style="list-style-type: none"> • Webchat: We introduced webchat functionality to facilitate real-time interactions with residents. • Proactive Text Messaging: Proactive messaging allowed us to reach out to residents with relevant updates and information. • Online Benefit Calculator: Residents can now access an online benefit calculator to determine their entitlements. 5. Usage Metrics: <ul style="list-style-type: none"> • On average, approximately 4,000 residents visit our web pages each month. • Specifically, 1,375 residents have used the entitled-to calculator to assess their benefits. <p>There efforts contribute to enhancing our services and ensuring that residents receive prompt and accurate support</p>
Web Chat build and go live	<p>Webchat was launched in 2022 as part of the main contact centre for Pest Control services. Since its initial implementation, we have been actively working on further development and enhancements. The primary purpose of webchat is to guide customers to the information they need for self-service. However, it also offers the flexibility for customers to engage in real-time chat with a team member and seamlessly transition to a phone call if necessary. We are currently implementing this for the Housing Repairs team.</p>


















<p>Increasing usage of proactive texting on multiple Netcall queues</p>	<p>Before the introduction of REAP, proactive texting options were available for callers waiting in a queue, but they were limited to just two queues. However, we have significantly expanded this feature across various services, including complaints, cleaner greener initiatives, pest control, and environmental services. The broader implementation ensures that more callers benefit from being able to opt for a link to be sent to them on their smart phone instead of waiting.</p> <p>Additionally, REAP has actively promoted the new functionality and its benefits through the Contact Centre Working Group. As a result, this proactive texting approach has been successfully incorporated into other areas across the council, such as housing advice and homelessness service</p>
<p>Waste-ongoing Veolia contract changes and in-flight project.</p>	<p>We successfully implemented a new process for waste bulky collections through REAP on the 6 December 2022. This initiative introduced a self-serve option with an end-to-end process for customers. As a result, bulky waste calls decreased by 50% as residents were able to self-serve.</p> <p>Bulky waste calls received: 22/23 - 7686 average per week – 148 calls per week 23/24 - 4357 average per week - 84 calls per week</p> <p>Currently customers still have to call in if they want to make amendments to bookings online (this is coming very shortly).</p> <p>The REAP team has been instrumental in supporting the cleaner greener service to prepare for the new contractor Veolia. REAP supported by sharing and preparing business requirements and options for transformation and transition. This is still ongoing with new process going live over the next few months for household waste collections</p>


We have delivered many projects through REAP to date. We currently have 141 customer e-forms on our website that approximately 10k residents use these per month. Our top 10 forms over the past year (3/4/2023 - 29/03/2024) are: -

Service	Number of forms completed
Signing up for a new account	42616
CTAX Moving in, moving out	16157
CTAX Single persons discount review	12134
Housing Secure online payment rents	9638
Bulky Waste	9221
Housing advice	9130
Resident parking permit application	6244
Apply for a parking suspension	5592
Change of address or vehicle form for resident parking permits	5160
Council tax direct debit	5037

These forms have reduced failure demand as they are designed to cover all the questions we need to ask to provide, amend or stop a service. This means we have reduced the number of follow up contacts to complete a transaction. Digital forms will provide residents and the community with a modern, comprehensive, and consistent experience when interacting with the council and allow residents to self-serve for several transactions.

The last full year benefits profile

Pest Control	New Web pages / content Web Chat End to end automation CLI (phone number recognised through <u>Netcall</u> (telephony)>auto-pop Granicus (CRM) record. Power BI Dashboard	 1529 online, self-serve PC forms	 240 staff hours saved through self service	 Estimated 30% reduction in avoidable contact	 £144k total fees collected	
Revenue & Benefits	Free School Meal (new application and CIC) online forms Discretionary Housing Payment online form <i>Co-produced</i> NEW web content Covid Support Scheme online forms (over 10) New IVR (proactive text messaging) Benefit & Single Person Discount review forms	<u>Roadmap</u> Academy customer portal live October 2023.	 32,515 residents contacted us online about their council tax 5431 residents contacted us online for queries about housing benefit and free school meals	 82,000 online, self-serve R&B forms	 15% (1511 calls) reduction in avoidable contact during 2023/24 annual billing	
Waste & Recycling	Commercial waste application online form New IVR (proactive text messaging) Bulky Waste online form Staff CRM developed & implemented CLI (phone number recognised through <u>Netcall</u> (telephony)>auto-pop Granicus (CRM) record.	<u>Roadmap</u> Implementation of new MIS, bringing real-time data from in-cab devices directly to residents, updating on collections, etc.	 9222 online, self-serve Bulky Waste bookings	 103 working days saved through self service	 £295k total fees collected 56k items collected	
Parking	Real-Time Permit payments Resident permit online form Borough Access Permit Key Worker Access Permit New Web pages / content Business & Market Trader Permit Resident Permit refund form	 6244 new Resident parking permit applications	 207 key worker permits	 477 business & market trader permits	 5160 change of address / vehicle forms	 22% reduction in avoidable contact from the same period last year
Accessible Transport	The end-to-end process for freedom pass has been automated. Residents can now apply for their pass online. The online form was co-produced using an iterative design and refine process with members of the Digital Accessibility Group (DAG).	<u>Roadmap</u> Online Blue Badge applications; CRM process. London Council Freedom Pass and Taxi Card application; CRM.	 9% reduction in telephone contact through proactive texting links to online resources	 In April 24 roughly 33 people per month were filling in the online form, by the end of June 24 86 per month, and July seems to be increasing.		



The last full year benefits profile continued

Cost of Living

Brand NEW service designed
Co-produced Web pages / content Web Chat
New IVR (proactive text messaging)
Online Benefit calculator
Online contact us form
Warm Hub package process
Power BI Dashboard



964 contact
us forms
submitted.



18865 calls
answered an
increase of
nearly 300%



1375
residents
have used
the Entitled
To
calculator



4000
residents
visit our web
page every
month

Sports & Leisure

Online Booking platform / system
Co-produced Web pages / content
New IVR (proactive text messaging)
Harbour Club (Tennis) online booking process
Personal trainer online booking process
Block booking online process
Dog walking license (and report it) processes



657 sports
bookings
completed
online



9 sites & 100+
sports facilities
can be booked
online



240 staff
hours saved
through self
service



218k income
generated

E-Bike Report It

Online e—bike report it process on LBHF Love
Clean Streets mobile & Desktop app
Power BI dashboard



2492 reports of
abandoned e-bikes



60 reports of
abandoned e-scooters

