







# Customer Transformation Programme – HIGH LEVEL PLAN

Phase 1 (Mar 2024 - Jun 2025): Design	Phase 2 (June 2025 - March 2027): Significant Change	Phase 3 (Apr 2027-up to 5 years from initiation): Embedding
<p><b>Foundation work, Customer TOM (CTOM) Design, Improvement/Quick wins, System optimisation</b></p>	<p><b>Significant improvements to implement the new CTOM design</b></p>	<p><b>Hypercare period with resource to embed and create a continuous improvement culture; Transition to BAU</b></p>
<ul style="list-style-type: none"> <li>✓ Structure programme to align with Strategic objectives and delivery of benefits. Set up appropriate governance</li> <li>✓ Establish Communications &amp; Engagement approach</li> <li>✓ Identify and implement quick wins in EIG</li> <li>✓ Data capture leads to insights which improve operational effectiveness</li> <li>✓ Design Test &amp; Learn approach in EIG and AWHP</li> <li>✓ Detailed analysis of customer technological</li> </ul>	<ul style="list-style-type: none"> <li>✓ Customer journeys in priority areas provide more seamless, effortless and swifter resolutions</li> <li>✓ Streamline processes to reduce cost and maximise efficiency and effectiveness</li> <li>✓ Data capture leads to insights which improve strategic effectiveness</li> <li>✓ Redesign journeys to enable focus on early intervention, prevention and targeted support</li> <li>✓ Increased use of AI and robotics to deliver seamless interactions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Technological solutions facilitate more effective working practises</li> <li>✓ All areas (as appropriate) transitioned to BAU</li> <li>✓ CTOM established and embedded</li> <li>✓ Continuous improvement culture</li> </ul>

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## Deliverables

<p> <b>Initiate programme</b></p> <ul style="list-style-type: none"> <li>▪ Outline and Full Business Case with clear identification of benefits</li> <li>▪ Identification and delivery of quick wins</li> <li>▪ Engagement with key stakeholders</li> <li>▪ Governance in place</li> <li>▪ Recruitment of team</li> <li>▪ Communications Strategy development</li> <li>▪ External Partner discovery and design work</li> </ul>	<p> <b>Clear deliverables</b></p> <ul style="list-style-type: none"> <li>▪ Improved technology usage to support working practices</li> <li>▪ Reduced demand on statutory services</li> <li>▪ Improved customer and staff experiences</li> <li>▪ Enhanced information advice and guidance offer</li> <li>▪ Improved accessibility</li> <li>▪ New customer performance report</li> <li>▪ High-level CTOM</li> </ul>	<p> <b>Benefits realisation</b></p> <ul style="list-style-type: none"> <li>▪ Realisation of benefits: Customer Experience / Satisfaction, Cost Avoidance (non-cashable), Cost Reduction (cashable)</li> <li>▪ Accelerated achievement of Directorate's MTFS</li> </ul>	<p> <b>Increased momentum</b></p> <ul style="list-style-type: none"> <li>▪ Improved working processes across SCC</li> <li>▪ Consolidated capabilities, by transferring resources or activities into one customer hub</li> <li>▪ Acceleration of delivery of outcomes and benefits in related programmes across directorates</li> </ul>	<p> <b>Evaluation and review</b></p> <ul style="list-style-type: none"> <li>▪ Transitioned to BAU</li> <li>▪ Definition of the next phase in the journey</li> <li>▪ Learning Review</li> </ul>	<p> <b>Towns &amp; Villages approach</b></p> <ul style="list-style-type: none"> <li>▪ More effective solutions for residents</li> <li>▪ Accessible service</li> <li>▪ Maximised engagement opportunities through networks</li> </ul>
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