

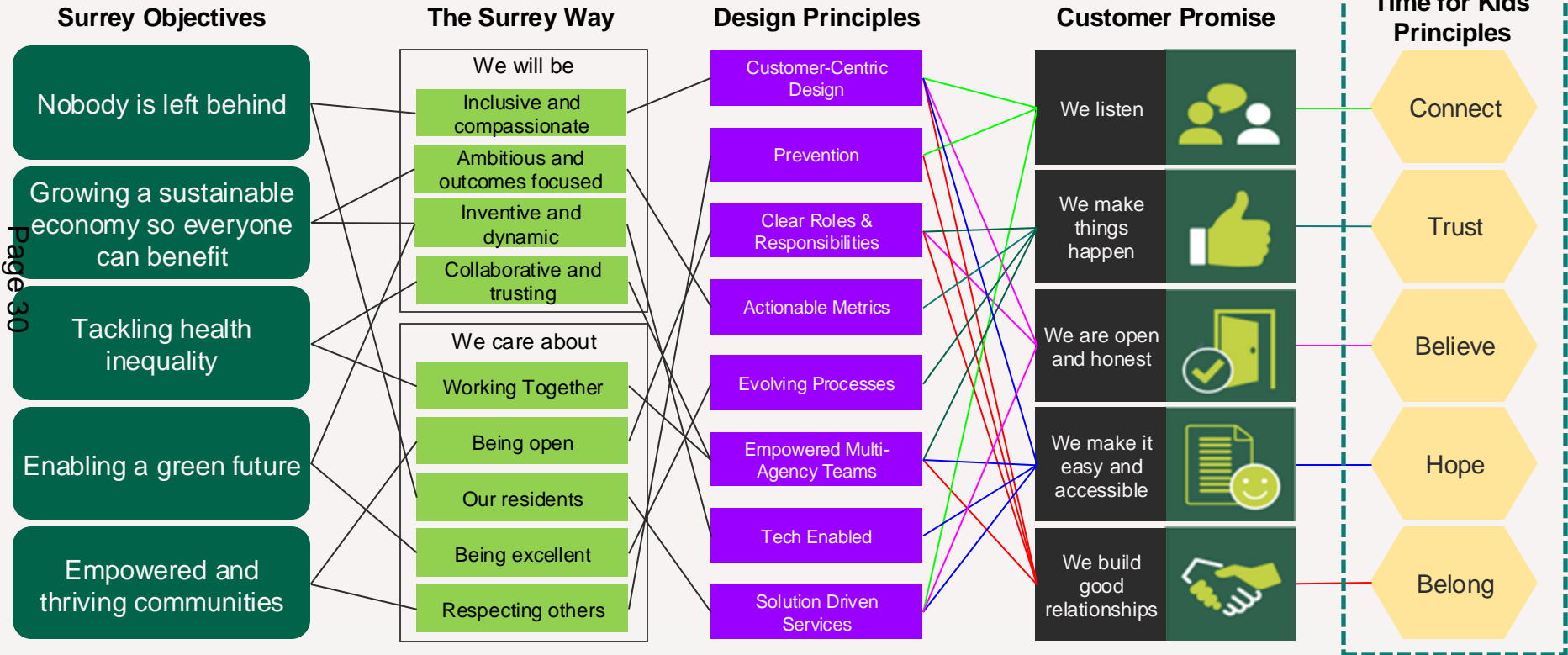


# D-COM

Dynamic - Customer Operating Model

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# Golden Thread



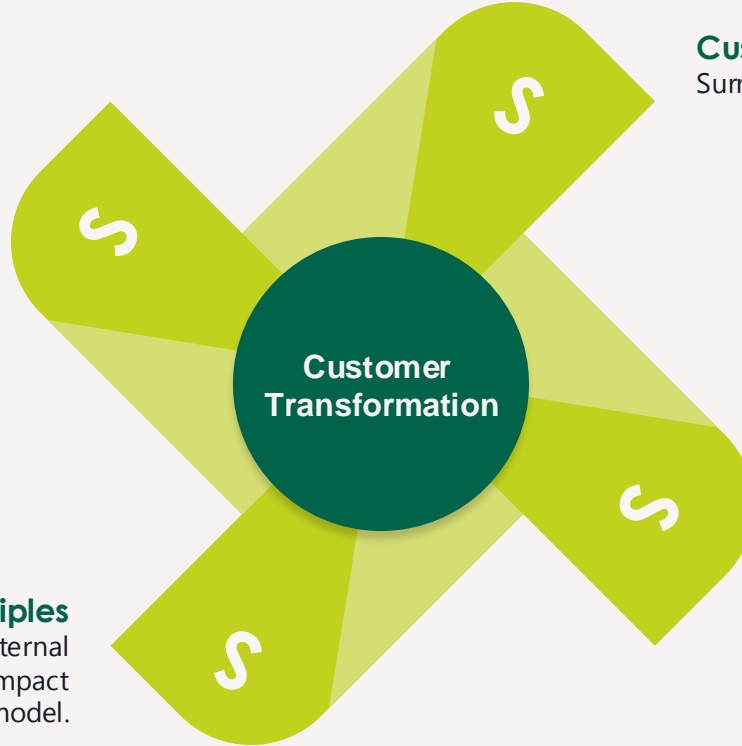
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*The desired outcomes of the Dynamic - Customer Operating Model as well as Surrey's cultural ethos and external promises are intrinsically linked to its internal commitments.*

# Surrey's Customer Propeller

**The Surrey Way**  
Surrey's Cultural Ethos

**Design Principles**  
Surrey County Council's internal commitments that directly impact its operating model.



**Customer Promise**  
Surrey's external commitments.

**Surrey Objectives**  
Surrey County Council's key customer and business objectives

# Customer Groups



**Resident**

"I live in Surrey, have a wide range of needs and use SCC services."



**Supported by Surrey**

"I am supported by Surrey and rely on their services; I don't always live there. (e.g., care experienced young person who lives outside Surrey)."



**Learns in Surrey**

"I am educated in Surrey and want / need something from SCC."



**Visitor to Surrey**

"I don't live in Surrey, but I want to enjoy everything SCC has to offer, and/or I need something in Surrey which SCC has a role in (e.g. Surrey relative)."



**Business with Surrey**

"I am a business in Surrey or am a provider to Surrey and want / need something from SCC."



**Works in Surrey**

"I work in Surrey and want / need something from SCC."



**SCC Employee**

"I work for Surrey County Council."



**SCC Partner**

"I partner with SCC and am critical to their operations (e.g. police)."



**SCC Member**

"I serve Surrey as a council member."

# Assistance Matrix

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## Self-Serve

- Information and advice
- Signposting to services and information
- Guidance on applications and processes

## Self-Serve / Assisted Self-Serve

- Applying for permits and licensing
- Applying for a Blue Badge
- Paying for social care
- Booking an appointment
- Reporting a pothole

## Case Management

- School admissions
- Registering a birth, death or marriage
- Complex business advice
- Permit applications
- EHCP Application

## High & Complex Need Case Mgmt.

- Adult services
- Corporate parenting
- Children's services
- Safeguarding

There may sometimes be a **disconnect** between a Customer's assistance wants / needs and Surrey's operating model, leading to service inefficiencies and a gap in the experience desired and the one provided.

*\*Emergency services to be represented in the DCOM*

## High & Complex Need Customers

Health & Wellbeing examples of high & complex need customer groups with non-traditional support needs are below:

### People who experience the poorest health outcomes:

- Carers and young carers
- Looked after children and adults with care experience
- Children with additional needs and disabilities
- Adults with learning disabilities and/or autism
- Disabled people and people with long term health conditions or sensory impairments (updated language)
- Older people 80+ and those in care homes
- Minoritised ethnic groups (updated language)
- Gypsy, Roma, and Traveller communities
- Young people out of work
- People experiencing domestic abuse
- People with serious mental illness
- People with drug and alcohol problems
- People experiencing homelessness

## Health & Wellbeing Priorities

### 2. Mental Health

Supporting people's mental health and emotional well-being by preventing mental ill health and promoting emotional well-being

### 1. Physical Health

Supporting people to lead health lives by preventing physical ill health and promoting physical well-being

### 3. Full Potential

Supporting people to reach their potential by addressing the wider determinants of health



*Reducing health inequalities so,  
nobody gets left behind*

### People living in geographic areas (Lower Super Output Areas, LSOAs) which experience the poorest health outcomes in Surrey

- Canalside
- Westborough
- Bellfields and Slyfield (previously Stoke)
- Stanwell North
- Dorking South (previously Holmwoods)
- Tattenham Corner & Preston Court
- Ashford North and Stanwell South
- Goldsworth Park
- Englefield Green West
- Walton South
- Horley Central and South
- Farnham Heath End
- Stanwell North
- Godalming Central and Ockford
- Chertsey St Anns
- Redhill West and Wray Common
- Ash Wharf
- Walton North
- Cobham and Downside
- Old Dean

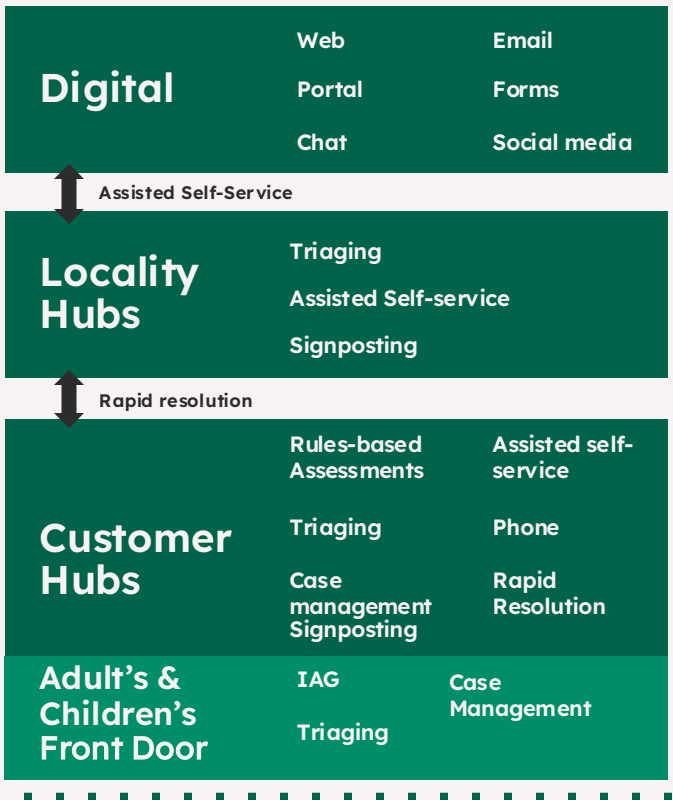
**Pre - Front Door / Prevention network**

- Libraries
- Partners
- Communities
- VCSE
- Carers
- Businesses
- Citizens Advice Bureau

**Comms and Engagement**



**Core Capabilities**



**Exceptional Service Delivery**

- Specialist Judgement & Service Delivery
- Expert Advice and Guidance
- Commissioning
- Specialist practice/ social care



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**Feedback Loop: Data, Insights, Commissioning**

**Inputs & Enablers**

Customer & Councillor feedback

Customer Focussed Culture Behaviour & Skills

Technology & Data

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