

Improving Customer Experience through Digital

End to end digital transformation journey for Monmouthshire





How we made ourselves
future-ready



Self service

Every service should be online with a focus to allow the customer to complete the end to end process themselves



Automation

Create rules that manage workflow and outcomes



Scalable

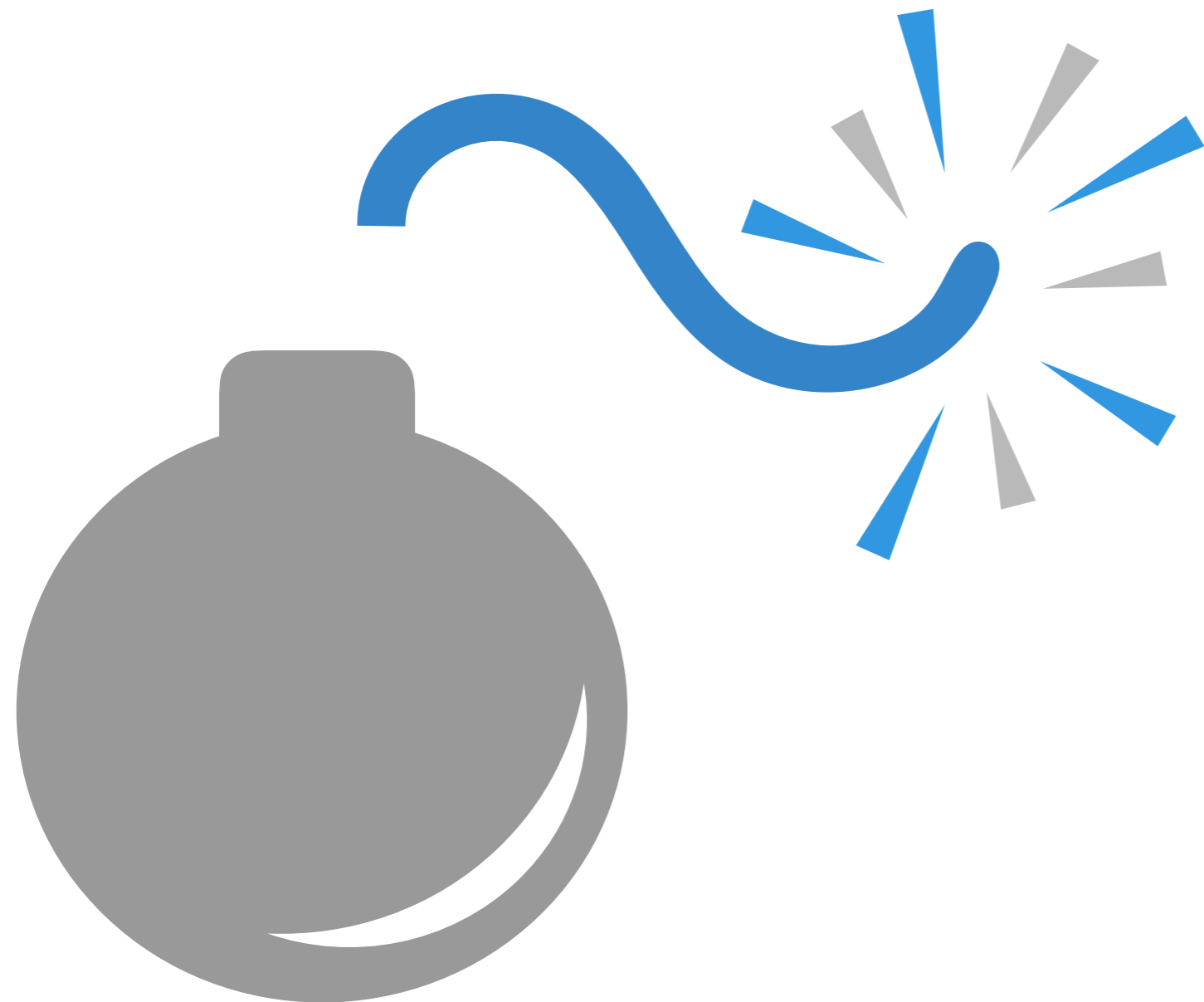
Use the one platform as much as possible



9,000+

Over 9000 customers have successfully used the platform in a 100% self service automated way. With over 50,000 registered customers

Increasing communication channels does not facilitate channel shift, it just provides more ways for your customers to communicate with you!

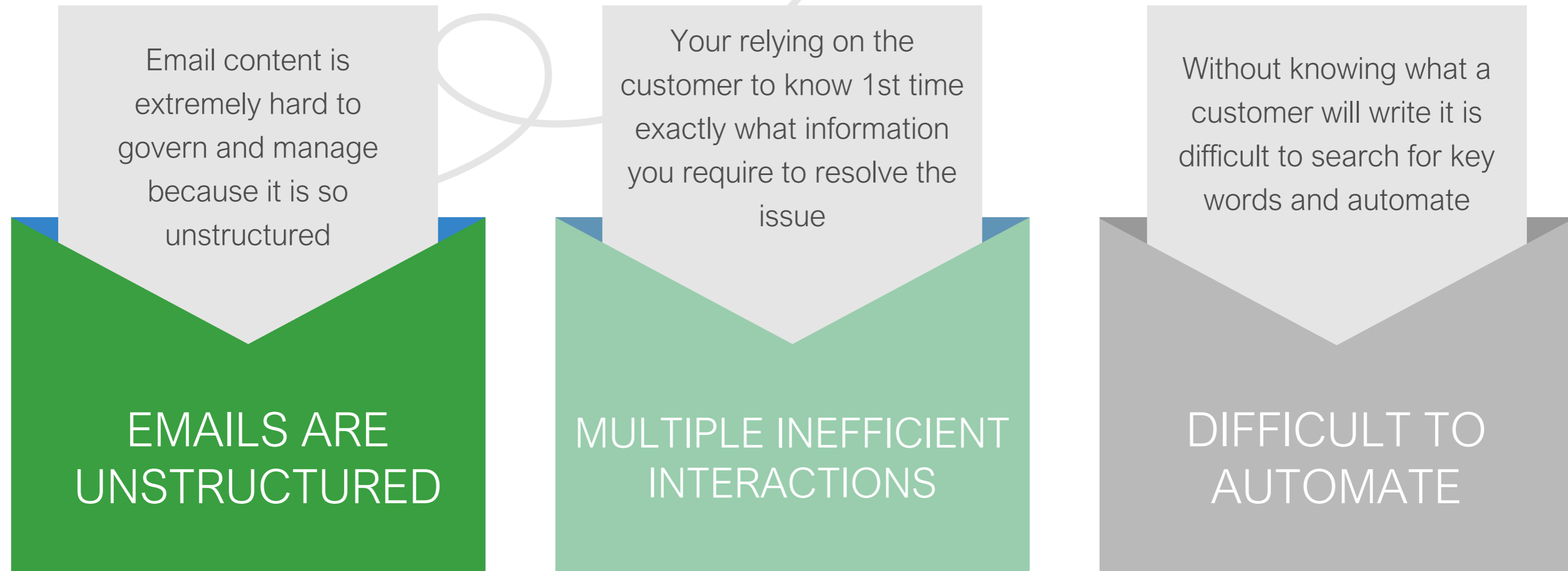


Increasing communication channels usually means additional people resources to manage these channels.

Recognising individual needs, each customer interaction must be responded to in a consistent, appropriate and timely manner.

We need to offer 4 channels
Web, mobile app, telephone & face to face.

Eliminate email as an inbound channel!



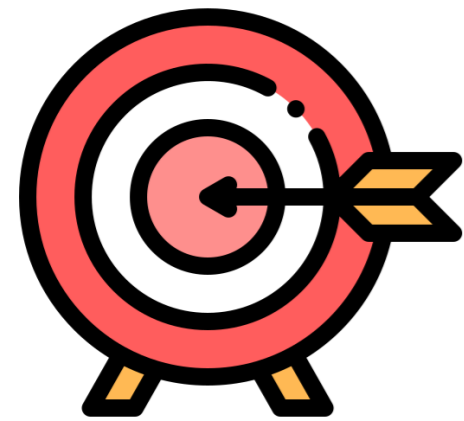
- Takes too much time to read, interpret and process
 - Not enough detail to process
 - Cannot be automated

So in summary...



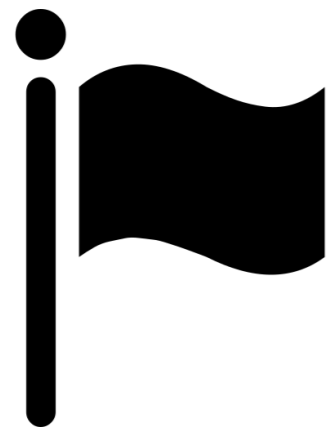
Self Service

- 24/7 access
- Range of different services that can be requested
- Online portal to track your forms



Process which involves the correct teams/people

- Reduces time for the customer
- Reduced resource implication
- Request goes to where the expertise are



Standard

- We have your details, no need to re-key
- Uniform approach
- Scalable



Town & Community Councils,
what do we do?

For those who haven't, register

28 out of 33 of you are already registered!

monmouthshire
sir fynwy

A-Z Cymraeg Accessibility

Search (e.g Bins)

LATEST NEWS

Monmouth
Comprehensive School
hosts a sensational Gala
Opening

Your Council Services Education Care Business & Jobs Things to do

Login | Register

My Monmouthshire Local Info Pay for a service Request a service Report a problem Find an event

Resetting password

Full email address



Press forgot password



Use link in email

My Monmouthshire

kylebrown@monmouthshire.gov.uk ✓

password

Login

[Submit report without registering account](#) [Forgot password?](#) [Create account](#)

[English](#) [Cymraeg](#)

Accessing My Monmouthshire

Online Portal

The screenshot displays the 'My Monmouthshire' online portal. At the top, a green header bar contains the council's logo, the text 'My Monmouthshire', and a user profile icon. Below the header is a dark grey sidebar menu with various service categories. The main content area features a search bar and three primary service tiles: 'Local Info', 'Latest Council News', and 'The boring bit!'. A 'How can we help?' dropdown menu is positioned above these tiles. To the right, a summary box shows counts for 'Service requests' (4), 'Draft service requests' (12), and 'Contracts' (1). Below this, contact information for the council is provided, including the address, website, and phone number.

My Monmouthshire

How can we help ?

- Service requests: 4
- Draft service requests: 12
- Contracts: 1

Local Info
Useful local information, places of interest and key information about your property i.e. know your bin day, find your nearest polling station

Latest Council News
View the latest news from the Council.

The boring bit!
How we use your data

Help us help you!

Address
Monmouthshire County Council, County Hall Democratic Centre, Rhadyr, Llanbadoc, NP15 1GA, UK
HQ

Web
<http://www.monmouthshire.gov.uk>

Phone
01633644644

Navigation Menu:

- Home
- Emergency Contact Out of H...
- Fostering Enquiry Form
- Monmouthshire Council
- Recycling & Waste
- Roads, Pavements & Kerbs
- Transport & Parking
- Health & Safety
- Grass, Trees & Hedges
- Council Tax & Benefits
- Pay it
- Your Say
- Planning & Housing

Accessing My Monmouthshire

On webpages

How do I apply for a residential car parking permit?

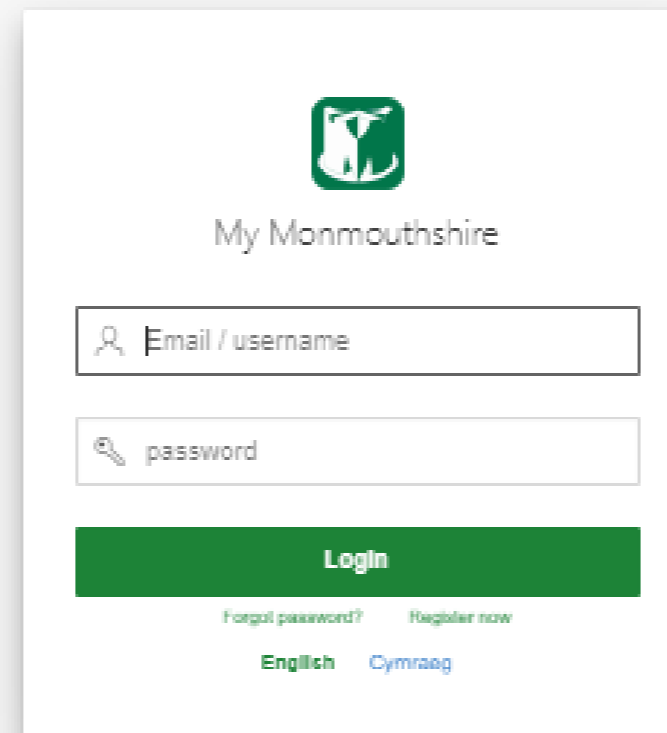
Please note: as from Monday 2nd July 2018 the price for a resident permit was increased to £60

If you live in Abergavenny, Chepstow or Monmouth town centre, you are entitled to apply for a residential parking permit to help you to park near your home. This will be subject to our eligibility criteria and assessed per application.

Please note:

- The residential permit costs £60 and is allocated on the basis of one per household.
- When completing the online form we will need proof of car ownership and a recent utility bill to confirm residency. Ensure you have a digital scanned copy ready to upload from your device.

The **Residential Parking Permit** application form is available online below:



The screenshot shows the login interface for 'My Monmouthshire'. At the top is the Monmouthshire Council logo, a green shield with a white figure. Below the logo is the text 'My Monmouthshire'. There are two input fields: the first is labeled 'Email / username' and the second is labeled 'password'. Below these fields is a green 'Login' button. Underneath the button are two links: 'Forgot password?' and 'Register now'. At the bottom, there are two language options: 'English' and 'Cymraeg'.


Accessing My Monmouthshire

Mobile app

Mac iPad iPhone Watch TV Music

App Store Preview

This app is only available on the App Store for iOS devices.



MyMonmouthshire 4+
iTouch Vision
★ ★ ★ ★ ★ 1.7, 6 Ratings
Free

Screenshots [iPhone](#) [iPad](#)

Google Play Search

Categories Home Top Charts New releases

Apps

- My apps
- Shop
- Games
- Family
- Editors' Choice
- Account
- Payment methods
- My subscriptions
- Redeem
- Buy gift card
- My wishlist
- My Play activity
- Parent guide

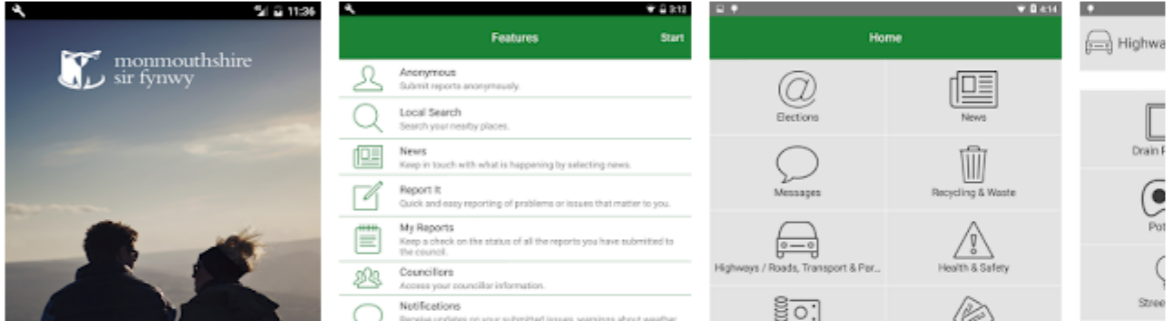
My Monmouthshire

iTouch Vision Global Productivity ★ ★ ★ ★ ★ 12

PEGI 3

This app is compatible with your device.

Installed

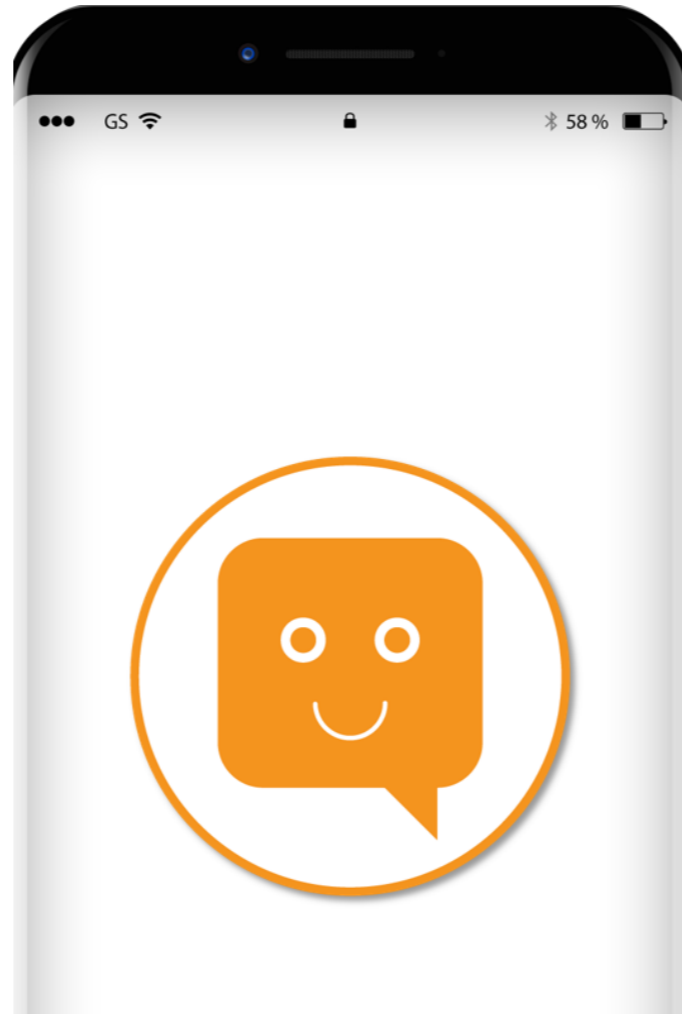


Monty the Monmouthshire Chabot

Messaging is the way forward



of UK phone owners use
Instant Messaging Service



Customers want :

- 24/7 access to services
- Quick answers to questions
- An instant response
- Convenience
- It to be simple

Giving our customers what they want

By 2021, there will be an estimated 1.8 billion unique, active consumer Chatbot users.

Chatbot development



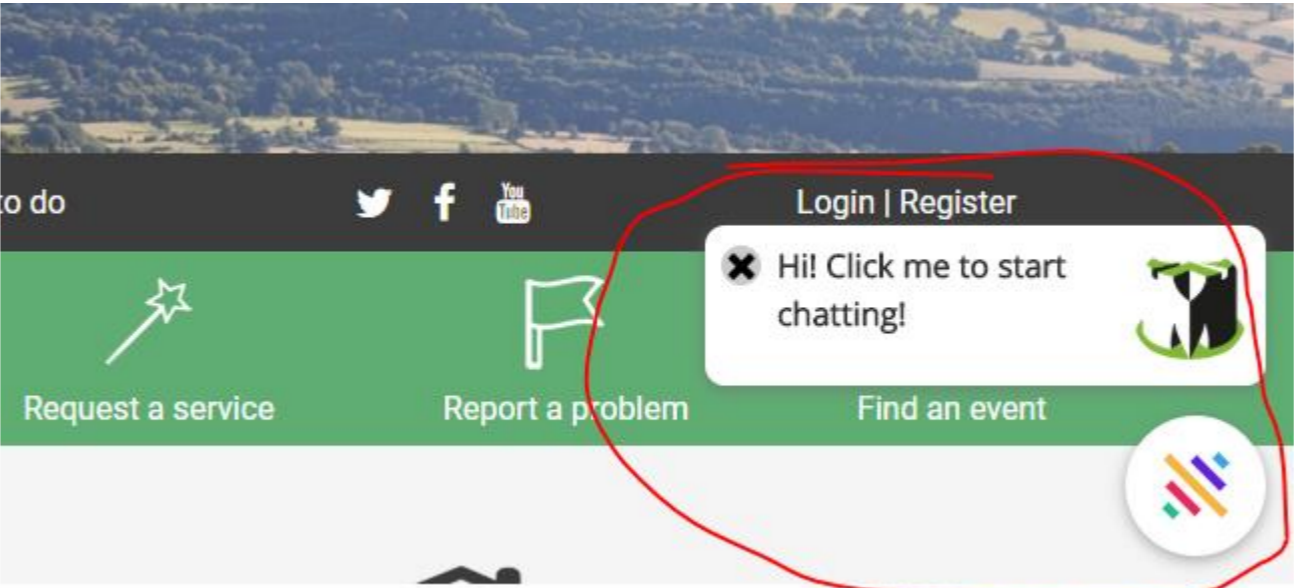
- Using the Website data – Top 10 enquiries
- Provide an automated response to these queries and signposting
- Tackling the queries using digital where our customers are willing to use it e.g. 90% school admissions are completed online, as a result we are building chatbot functionality to answer Home to School transport queries
- Tackling the regular queries that our Contact Centre triage e.g. the chatbot will ask the same questions as a human would
- Once this is developed we can then look at making the information available via voice assistants e.g. skills on Alexa

Where to find the bot

Facebook



Website



Your Feedback

Use the App Feedback Form on
My Monmouthshire