

Pen Portraits - Scenarios for handling customer enquiries

Pen Portrait	
Introducing Judith	
Judith's Situation <ul style="list-style-type: none"> • Judith is 70 years old and lives alone in a council property within the borough. • Judith finds it difficult to get about. • Judith has never used a PC and has no idea where to start. • Judith contacts the council weekly to pay her rent via telephone. 	Customer Journey <ul style="list-style-type: none"> • During the recent telephone conversation Judith mentions that she is struggling financially. • The Customer Service Advisor reviews Judith's account and notices that she is not claiming Housing Benefit and explains that this may help. • Understanding that Judith has no access to a PC and struggles to get out, the advisor asks if there is a family member or friend that could help her apply. Unfortunately Judith is not due to see anyone for a few weeks. • The advisor tells Judith not to worry and that we can help with this now and will complete the Housing Benefit application with her over the phone.

Pen Portrait	
Introducing Sam	
Sam's Situation <ul style="list-style-type: none"> • Sam is 30 years old and has recently moved into his first home in Thurrock. • Sam is single and lives alone. • Sam knows how to use a PC, uses a variety of devices on a daily basis and is happy to transact online. • Sam works night shifts and sleeps during the day so finding time for paperwork is difficult. • Sam realises that when he moved he didn't apply for a Single Person Discount for his Council Tax and telephones the Council. 	Customer Journey <ul style="list-style-type: none"> • The Customer Service Advisor explains that applying for this discount can only be completed online through our My Account service which can be accessed at any time from home. • The Customer Service Advisor provides the website address for Thurrock Council, which Sam accesses during the call and registers immediately for My Account. • Sam doesn't have his Council Tax reference number or bill to hand, so the Customer Service Advisor accesses his My Account and links this to his Council Tax Account following a few simple security questions. • Sam is now able to complete the online Single Person Discount form from home and can review his account at a time that suits him.

Pen Portrait	
<p>Introducing Archie</p>	
Sam's Situation	Customer Journey
<ul style="list-style-type: none"> • Archie is 69 retired and lives in Thurrock. • He lives in a council provided flat with his wife. • He has a mobile phone but it is not a smart phone. Archie does not have access to a tablet or personal computer. • Archie does have a car and can get out and about. • Archie and his wife are having some financial difficulties and are finding it hard to pay Council Tax so he decides to visit the Council for help. 	<ul style="list-style-type: none"> • Archie is greeted as he arrives at Civic Offices and asked by a Customer Service Advisor floorwalker, how we can help him today. • Archie explains that he would like to apply for Council Tax Support. • The Advisor explains that we can help him apply for this at our self service area. • Archie becomes very upset as he has never used a PC before and moves towards the exit. • The Advisor reassures Archie and decides that a one to one meeting with an advisor may be the best approach and offers Archie a seat. • Archie is seen by a Customer Service Advisor who explains the process and applies for Council Tax Support on his behalf. Archie is also reassured that in future if he would like to use the PCs we are here to help and can teach him how to access our My Account services.

Pen Portrait	
<p>Introducing Michelle</p>	
Sam's Situation	Customer Journey
<ul style="list-style-type: none"> • Michelle is a 33 year old single mother of two children and lives in Thurrock. • Michelle is an avid online shopper and knows how to use a PC, has a smart phone and uses a tablet. • Michelle has been a single parent for 8 years and has claimed Housing Benefit to help support her family. • Michelle has recently returned to work now that her children are both in full time education and has a very busy life. • Michelle is aware that this will impact her Housing Benefit claim and decides to stop by at Civic Offices before she collects the children from school. 	<ul style="list-style-type: none"> • Michelle arrives at Civic Offices and sees the electronic machine which displays 'Welcome to Thurrock Council'. • Michelle chooses the services that she is here for 'Housing Benefits – Change Of Circumstances' and is advised that this is a self-service function and is directed to the area. • Michelle sits at a self-service PC and follows the on screen instructions to report the changes. • A Customer Service Advisor checks that Michelle is ok and if she needs any help to just ask. • Michelle explains that she is fine using a PC but didn't realise that she could do this herself. • Michelle completes her transaction using My Account and scans her documents using the self-scanning booth.