

“Making Waves”

Transforming Local Government
through customer focus

Nineveh

Customer Focus

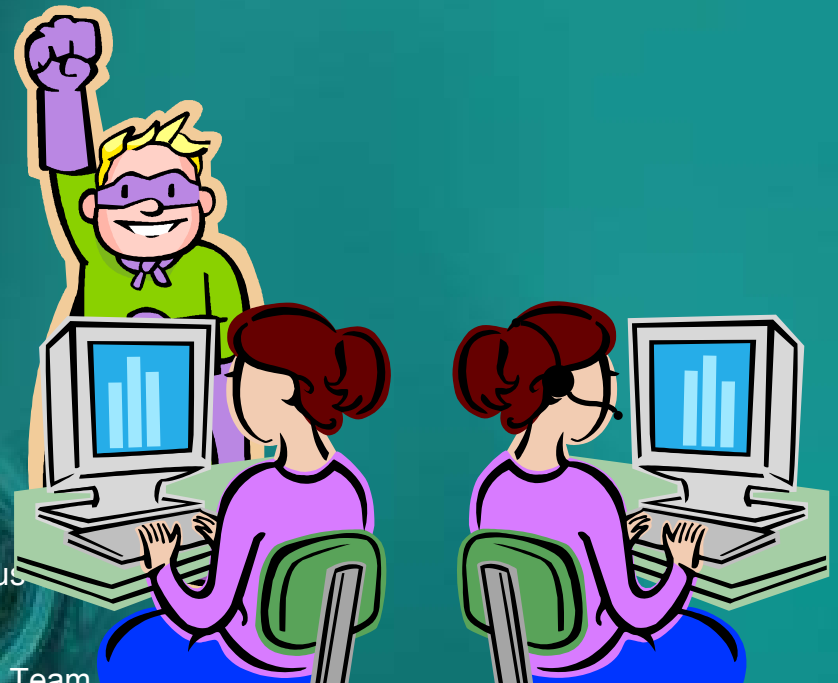
- > “Customer First”
- > Preferred access
- > Multi-channel
- > Extended hours
- > Services required
- > Knowing about the customer



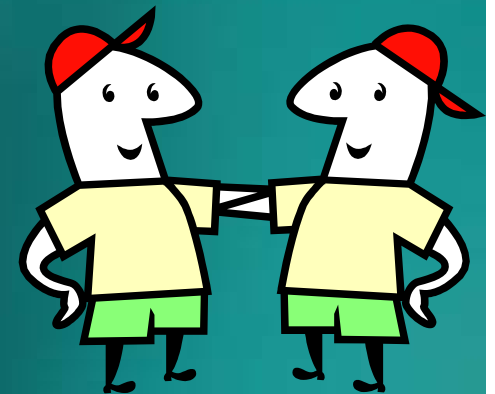
Nineveh

Customer Service Team

- > Customer Champions
- > Organisational focus
- > Professional
- > Front Office / Back Office
- > Close relationship with services



Customer Services Team



Nineveh

CRM System

- > Single view of customers
- > Contact history
- > Services history
- > Relationships
- > Knowledgebase
- > Service transactions

Customer Focus

Customer Services Team



Nineveh

Business Process Change

- > Mapping today's processes "As Is"
- > Creating the hand-off "To Be"
- > Configuring the system (+ gap analysis)
- > Sharing the ownership
- > Ensuring the customer focus
- > Enhancing the service delivery



Customer Focus

Customer Services Team

CRM System

Business Process Change



Nineveh

Change Management

- > New ways of working
- > Impact on roles and jobs
- > Enthusiasm and resistance
- > Internal communication
- > Create buy-in at all levels
- > Brand and external communications

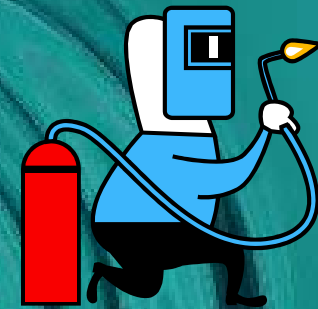
Customer Forums

Customer Services Team

CRM System

Business Process Change

Change Management



Nineveh

Enterprise Productivity Systems

- > Using local/CRM EDRMS and Workflow
- > Full EDRMS and Workflow
- > Linking across the enterprise
- > More effective ways of working
- > Enterprise wide view of resources and services



Customer Focus

Customer Services Team

CRM System

Business Process Change

Client Relationship Management

Enterprise Productivity Systems



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Business (Process) Re-Engineering

> Moving more services to the front office

> Changing the ways services are delivered

> Improving efficiency and effectiveness

> Consolidating services & realising the productivity gains

> Customer process rather than service focus



Business Process Change

Change Management

Enterprise Productivity Systems

Business (Process) Re-Engineering

Nineveh



Transformed Organisation
“The Customer Centric Authority”