

Campaigns to promote on line services

Objectives:

To promote the benefits of the Council's online services. To increase self service transactions and reduce contact via more expensive contact methods.

Deliverables:

- Increased awareness and take up of the Council's on line services.
- Decrease in use of more expensive contact methods.
- Encourage customer feedback to continuously improve the user experience.
- Increased Customer satisfaction and council reputation

Scope:

Click & Connect

Monthly Draw

Christmas Ipad Draw

ARP

- E- billing
- Connect & Service – ARP on line services.
- Direct Debit

Waste

- Brown Bin Renewals
- Missed Collections

Town Centres

- Parking – Season Tickets
- Parking – Business Permits

Digital map for East Cambridgeshire

- Map of free Wi-Fi and public computer locations in East Cambridgeshire

Resources:

Project Lead: Customer Services Manager

Project Team:

Prominent PR services.

Sue Garwood - Web/CRM Development Officer.

Karen Carter - Customer Services Engagement Officer.

Nominated person or persons from relevant service areas.

Cost:

£2000

Timescale:

Task/Time	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17
Project start													
Click & Connect monthly shopping voucher campaign													
Click & Connect Xmas I pad Promotion													
ARP E –Billing and Direct Debit campaign													
Brown Bin renewals													
Angel Drove Season Tickets													
Business Permits													
Missed Collections													
Review/Project Complete													
Digital Map for East Cambridgeshire													
Monitor take up													
Monitor User Experience Feedback continuously develop/improve													
Measure success													
Project review/completion													