

# Digital Transformation in Waste Services

## LGA Digital Funded Programme

Liz St Louis / Helen Johnston


22<sup>nd</sup> November 2018

# The Bid – January 2017

To enhance the digital interface for Waste Services by;

- ❖ Redesigning the web-pages
- ❖ Improving the transactional customer journeys
- ❖ Integrating in-cab technology to give real-time refuse collection information

# The Expected Outcomes

- ❖ Increase self-serve capability providing greater choice & convenience for customers
  - ❖ Reduce volumes of failure demand & associated delivery costs through incorrect reporting of missed bins
  - ❖ Develop greater levels of customer insight through user research & the use of Google Analytics
  - ❖ Provide better information for residents by delivering a promotional campaign
- 

# The Expected Benefits

- ❖ By 2020;
  - reduce face to face interactions to zero
  - reduce telephony interactions to 40%
  - increase web interactions to 60%
- ❖ Resulting in cost to serve savings of;
  - face to face = £40,374
  - telephony = £163,966
- ❖ Deliver additional failure demand reduction savings in relation to missed bins of £25,632

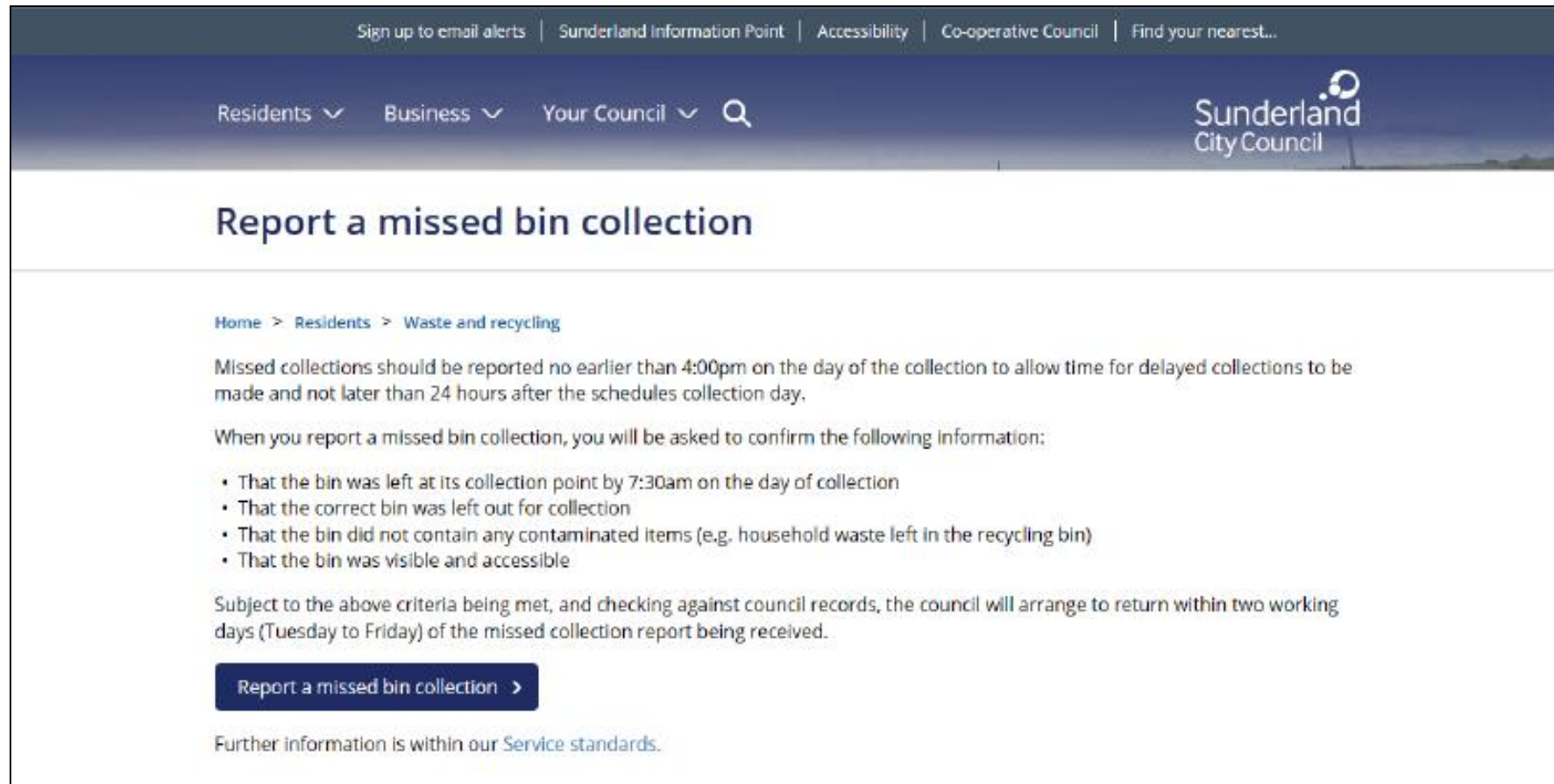
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# Delivering the Project

- ❖ Google Analytics training
- ❖ Customer journey mapping/user research
- ❖ New web-site implemented
- ❖ New transactional customer journeys delivered
- ❖ Bartec (in-cab technology) implemented and fully integrated
- ❖ Promotional campaign delivered

# The Results



Sign up to email alerts | Sunderland Information Point | Accessibility | Co-operative Council | Find your nearest...

Residents ▾ Business ▾ Your Council ▾ 🔍

Sunderland City Council

## Report a missed bin collection

[Home](#) > [Residents](#) > [Waste and recycling](#)

Missed collections should be reported no earlier than 4:00pm on the day of the collection to allow time for delayed collections to be made and not later than 24 hours after the scheduled collection day.

When you report a missed bin collection, you will be asked to confirm the following information:

- That the bin was left at its collection point by 7:30am on the day of collection
- That the correct bin was left out for collection
- That the bin did not contain any contaminated items (e.g. household waste left in the recycling bin)
- That the bin was visible and accessible

Subject to the above criteria being met, and checking against council records, the council will arrange to return within two working days (Tuesday to Friday) of the missed collection report being received.

[Report a missed bin collection >](#)

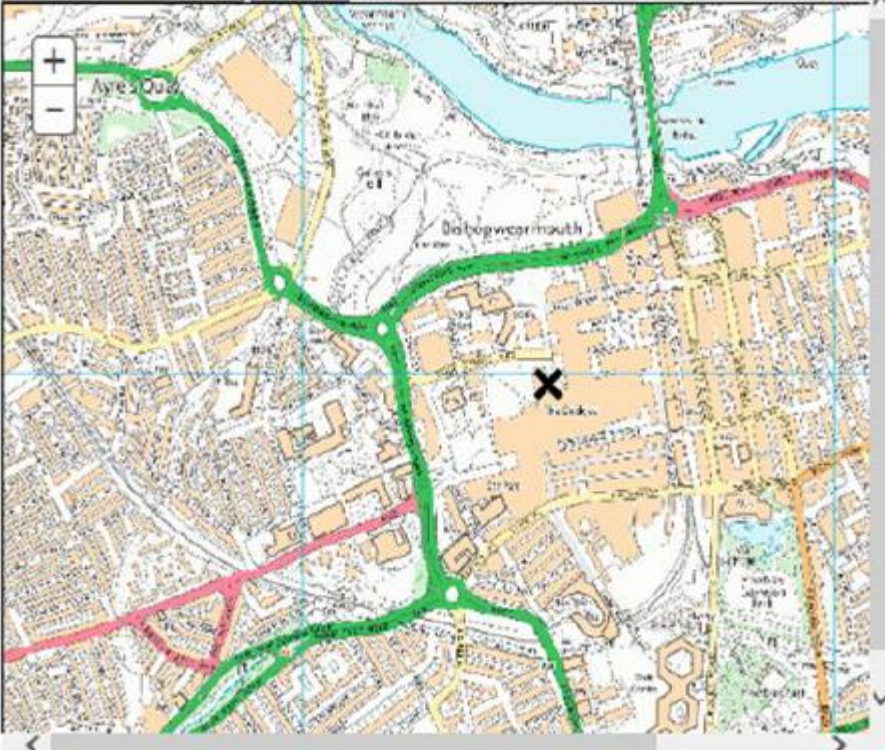
Further information is within our [Service standards](#).

# The Results

Where is the fly-tip? Click on the map to adjust the location or click the button below to search by street or postcode

Click to enter street or postcode

Move to Current Location Refresh



Next

The image shows a web-based map interface. At the top, there is a text prompt: "Where is the fly-tip? Click on the map to adjust the location or click the button below to search by street or postcode". Below this is a blue button labeled "Click to enter street or postcode". Underneath the button are two smaller buttons: "Move to Current Location" and "Refresh". The main part of the interface is a map of a city area, likely Darlington, with a green route highlighted. A black 'X' is placed on the map to indicate a specific location. On the left side of the map, there is a zoom control with a plus sign (+) and a minus sign (-). At the bottom of the map area, there is a blue button labeled "Next".



# The Results

Please choose\*

Missed container at property



Our records show that your bin was not presented for collection or that it was not accessible when the crews came to empty it. Unfortunately, we can't return to empty your bin until the next scheduled collection date. Waste can be taken to the Council's waste and recycling centres at Deptford, Sunderland or Campground Washington free of charge.

# The Results



You can make many requests for services quickly and easily via our website 24 hours a day, 7 days a week

[www.sunderland.gov.uk](http://www.sunderland.gov.uk)

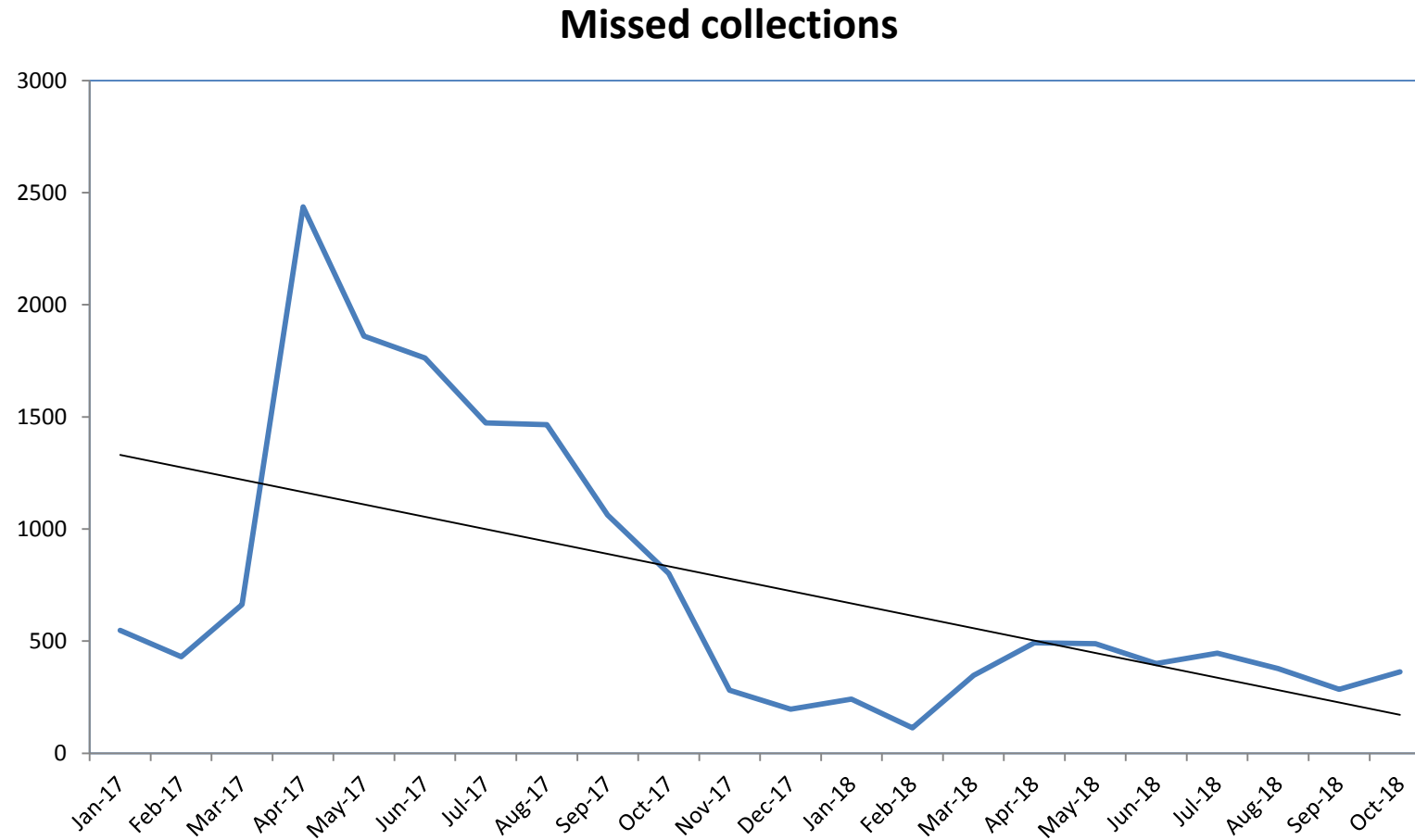
- Make payments
- Housing Benefit and Council Tax Support
- Find your Bin Collection Day
- Request a Bulky Waste Collection
- Request a Wheeled Bin
- Report a Missed Bin Collection
- Subscribe to Garden Waste Collection
- Report Street Lighting issues
- Report Litter & Dog Waste bins
- Report Graffiti
- Report Fly Tipping
- Winter Maintenance e.g. gritting requests
- Report Anti-Social Behaviour
- Book Birth, Death & Marriage appointments
- Request a Copy Certificate
- Apply for Planning Permission
- and many more...

  
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# The Results – Channel Shift

	2016/2017	2017/18	2018 to date
Face to face	2%	2%	1%
Telephony	84%	64%	44%
Web	14%	34%	55%

# The Results – Missed Bin Reports




# The Results – Financial Savings

❖ Cost to Serve	£38,318
❖ Reduction in missed bin reports £24,920	
❖ Reduction in staffing levels	£61,107
❖ Reduction in agency staff £12,021	

- Against a back-drop of increased demand due to bin round changes
- Release of capacity to absorb other demand

# The Results – Other Benefits

- ❖ Increased first contact resolution
  - ❖ New skills developed
  - ❖ Enhanced customer insight
  - ❖ Staff empowerment & increased satisfaction
  - ❖ Back-office savings from significantly reduced volumes of repeat collections
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*Without the dedication, professionalism and resilience of our CSN colleagues the changes that were required to be made by environmental services would not have been achievable or sustainable. As our frontline connection with the public their work is incredibly important and rewarding, however, they also have to contend with the dissatisfaction of residents as well. As we all know at times this can be very difficult and challenging. A big thank you from Place Management for your help this year...you are appreciated. – **Mark Speed, Head of Place Management***

*Bartec has provided us with the tools to be able to answer our customer enquiries with facts not assumptions. Being able to tell a customer why their bin has not been emptied allows me to give them accurate direction of what will happen next. Customers are less argumentative knowing that we have proof of any issues that crop up. – **Carol Thirlwell, Customer Service Development Officer***

Thank you for  
listening.....

