



East Renfrewshire Council

Overview

East Renfrewshire Council needed to review their Customer Experience Strategy and develop it to focus on practical transformation that would bring measureable benefits to the organisation and customers.

Objectives

- Review the existing strategy and identify opportunities for improvement
- Capture measureable benefits
- Engage staff and customers in development
- Produce a modern Customer Experience Strategy
- Develop business case to secure funding to procure technical partners

Gunn Stewart Solutions employed a Service Design approach, putting the customer at the heart of the transformation.

From the outset, Gunn Stewart Solutions engaged internal and external users to develop a practical Customer Experience strategy.

- Internal and external user workshops
- Embedded Service Design skills and culture
- Commissioned user research
- Created user prototyping
- Modern customer vision delivered, incorporating service design approach
- Made recommendations for dependent projects e.g. workforce planning
- Developed business cases



Customer Experience Strategy produced

- Strategy developed during pandemic
- Refreshed M365 project to support business through the pandemic and blended working
- Successful procurement of technical partners

OUTCOMES

Customer Experience Strategy has been brought up to date, focused on practical change and the benefits are being measured with clear ownership for each area assigned.

Customers can access customer services through a wider range of channels.



GSS led the team in the development of a modern, refreshed customer experience strategy, incorporating inputs from internal and external stakeholders.

GSS's experience and knowledge helped us to redefine our vision and priorities putting an increased focus on the customer's perspective.



Sharon Dick, Head of Service, East Renfrewshire Council