



Digital Transformation

Scrutiny Inquiry Panel - Combating Loneliness in Southampton

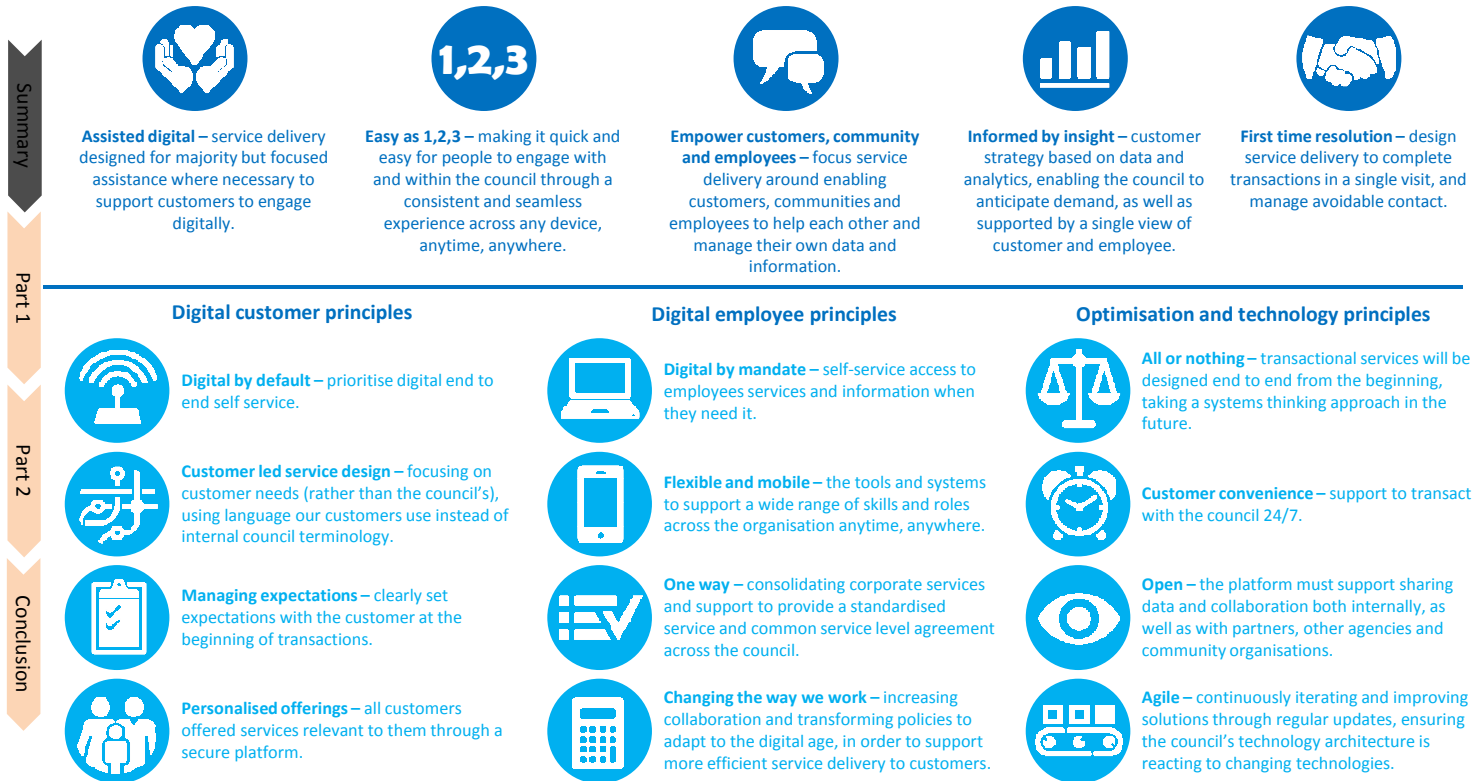
A city of opportunity where everyone thrives

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SOUTHAMPTON
CITY COUNCIL

Our design principles are focused on ensuring enhanced customer service and access to council services for all citizens



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Our approach preserves non-digital channels for our most vulnerable customers

While we are not turning any channels off our digital principles make it clear that we want to preserve non-digital channels and where possible help people thrive online.

We will make sure that we meeting the needs of the people who *can't* get online while continuing to work to change the behaviour of the people *who choose* not to transact with us online.

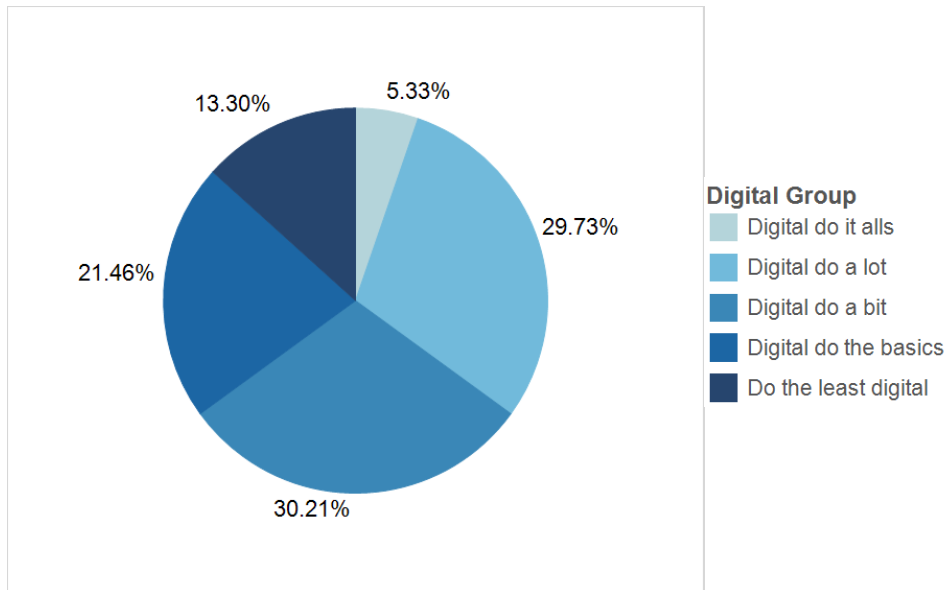
We have used our insight capability to identify our three main digitally vulnerable groups:

- Older people
- Low income households
- Residents with either a learning of physical impairment

We are able to map where these most likely to be located in the city and can also identify which services they are most likely to be using.

Reaching these people, often with complex needs, can be difficult.

Southampton's demographic represent high levels of digital skills and good opportunity for the city



Of the “Do the least Digital” households, some still have digital tendencies with one of more member of the household being active:

- 78% pay utilities online
- 76% use online banking
- 59% use Facebook
- 75% Own a Laptop
- 93% use internet roughly every day or more

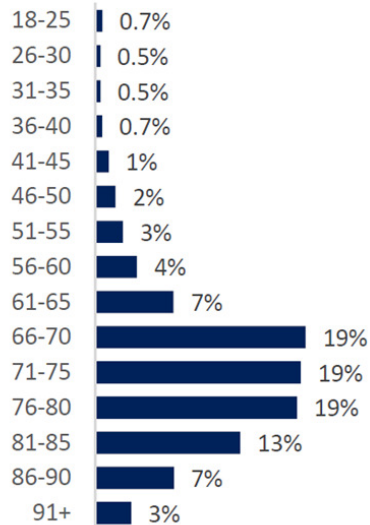
The digital groups have been created by the Council insight team using social variables found in Mosaic. Households are scored on behaviour, attitude, and availability of resources. The social groups are then split into the 5Ds based on their score banding. Where most of Southampton are more digitally active, the lowest scoring group of “Do the Least Digital” may require help channel shifting to digital. Knowing who they are will help us reach them.

In this work we are terming this group as being **‘digitally vulnerable’**.

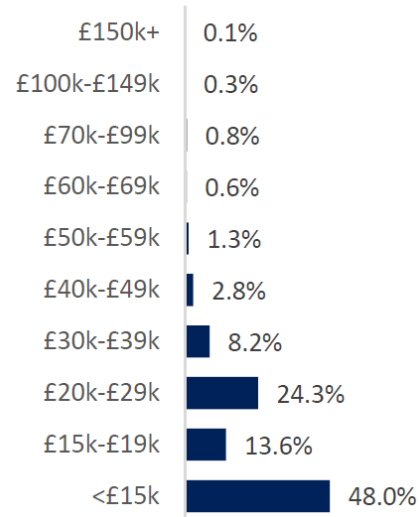
There are approximately 13,000 digitally vulnerable households in Southampton as characterised by the ‘do the least digitally Mosaic segment. Of which up to 78% already use the internet for utilities or banking.

Looking at the ‘do least digital’ demographics:

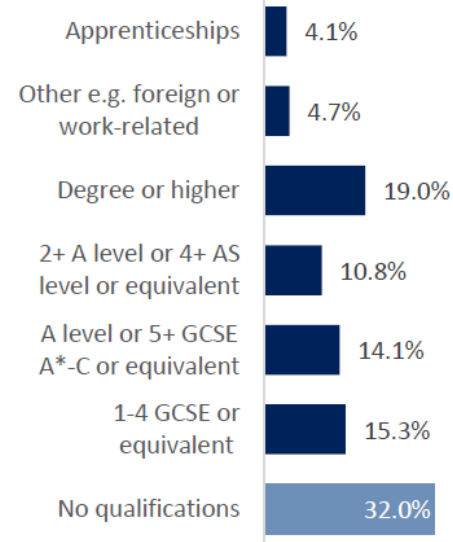
Age:



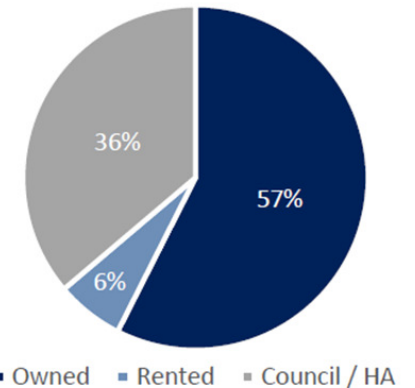
Household income:



Highest qualification:



Tenure:



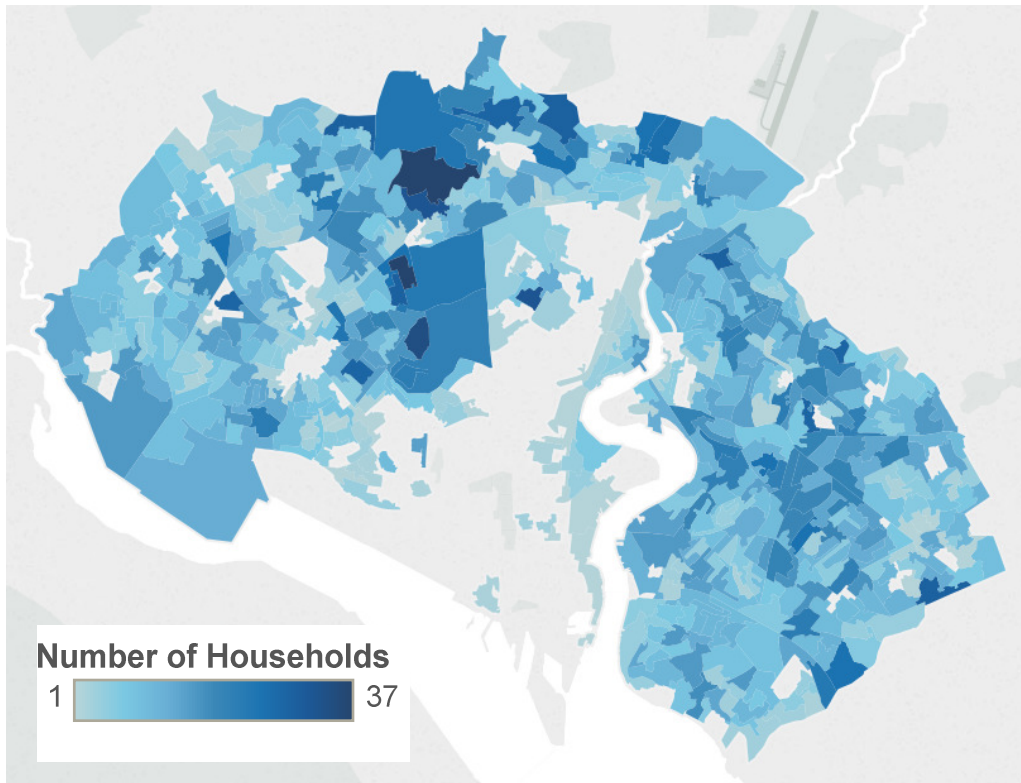
Building on the Council insight work we have further explored the ‘do least digital’ group. This provides us with two main digitally vulnerable cohorts:

- Older people
- Low income households

We can assume that residents with either a learning of physical impairment but also be considered to be digitally vulnerable.

The equalities and safety impact assessment supports this conclusion.

Working with other data we can start to explore some of the underlying factors:



A subset of the “Do the least Digital” group will also have a higher probability of experiencing social isolation. These households represent around 5% of Southampton and may create a double barrier by potentially being harder for the council to reach out to and channel shift:

In comparison to the rest of the do the least digital group, the double barrier households are generally privately owned houses in less densely populated areas of the city.

What are the barriers preventing people from getting online?

The National Digital inclusion strategy provides a used analysis of digital exclusions. It names 4 main kinds of challenges that people face to going online:

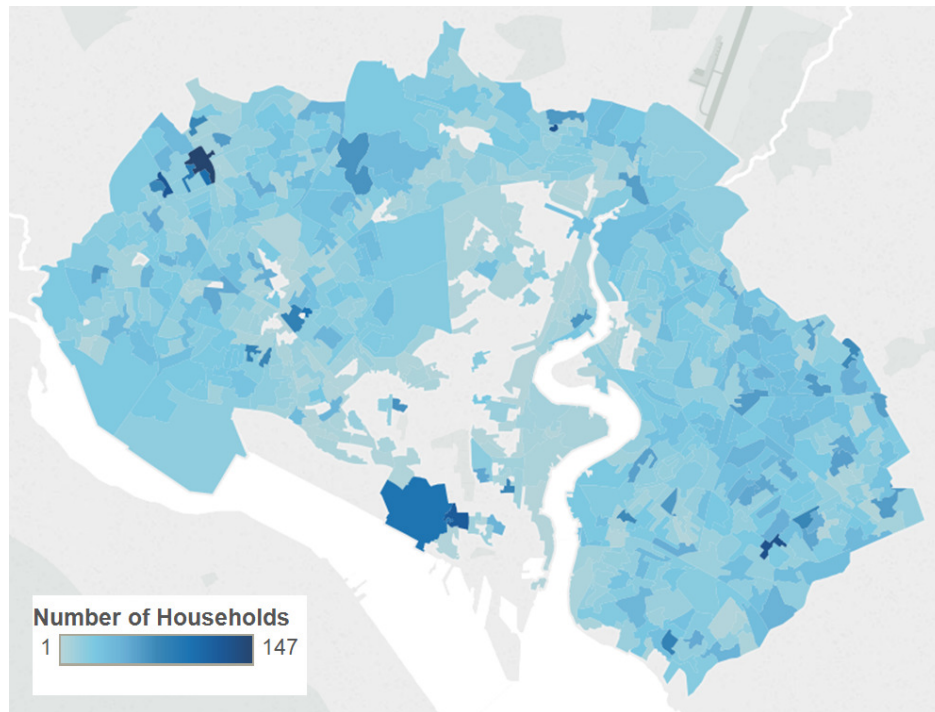
- **Access** - the ability to actually go online and connect to the internet
- **Skills** - to be able to use the internet
- **Motivation** - knowing the reasons why using the internet is a good thing
- **Trust** - a fear of crime, or not knowing where to start to go online

The council & partners are already working to remove these barriers:

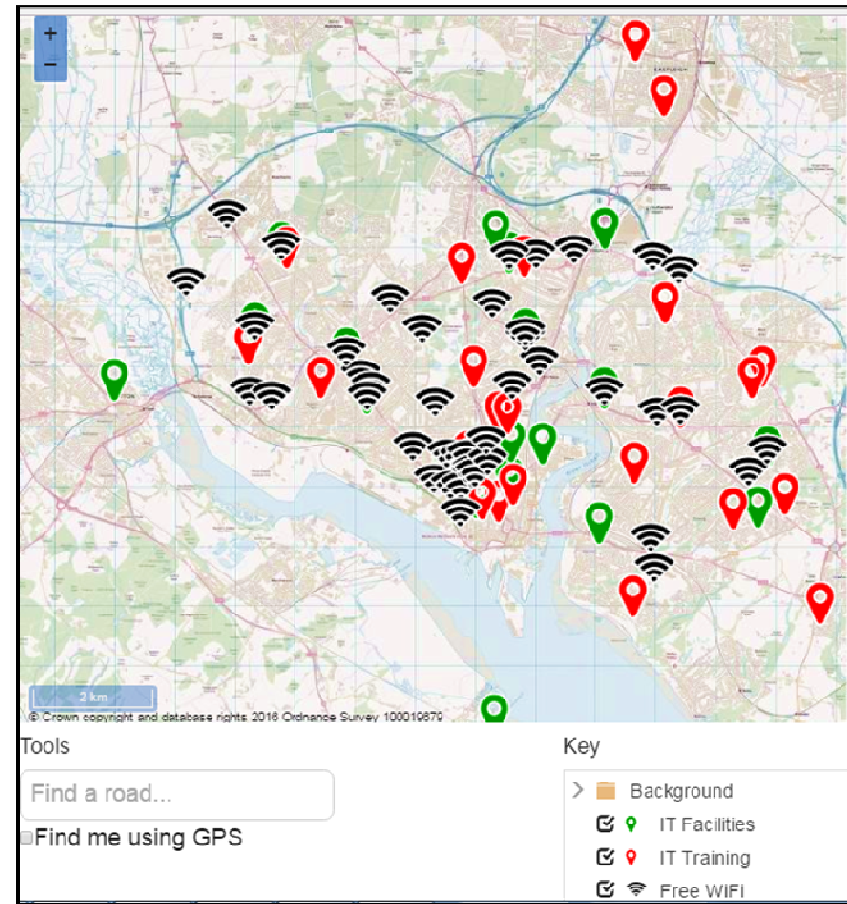
This is a summary of digital inclusion work already happening in the city	Older Residents	Residents with a learning disability or a communication disability	Lower Income families and individuals for whom affordability
<p><u>Digital Literacy & Skills</u> Confidence Security Skills</p>	<ul style="list-style-type: none"> Libraries Community Centres Third Party Community Projects running training courses 	<ul style="list-style-type: none"> Third party training courses specific for those with disabilities; Southampton Sight IT Support Libraries Community Centres Local Schools with IT facilities and training courses 	<ul style="list-style-type: none"> Housing association Workshops Jobseekers Workshops CLEAR project- Targeting refugees and Asylum seekers - IT skills Job Centre drop ins
<p><u>Accessibility</u> Location Technology Infrastructure Language</p>	<ul style="list-style-type: none"> 16 amenities available where customers can access online facilities within the vicinity of Southampton Frequent and multiple training courses : Weekly courses run by RISE Cyber Café 	<ul style="list-style-type: none"> Libraries with disabled access Community hubs with disabled access Gateway Hub= face to face support open 5 days a week within the council offices 	<ul style="list-style-type: none"> Communal areas to log onto to free WiFi within Housing Association homes. Jobcentre`s with IT facilities 16 amenities where customers can gain access online
<p><u>Affordability</u> Cost at using the internet</p>	<ul style="list-style-type: none"> Multiple free training courses (19 locations that provide workshops and courses around Southampton) Free IT facilities around Southampton (Over 16 around the city) Multiple (Over 100) access points onto public WiFi including free options, within Southampton Free access to IT support and maintenance groups within Southampton e.g. SCC Supported Services Computer Friends 		
<p><u>Motivation</u> Financial Benefits Social Benefits Health and Well</p>	<ul style="list-style-type: none"> Courses that centre around popular usages of the internet e.g. Social media, Skype, highlight the advantages of being online – motivating customers to use online services more if they can see the benefits associated with being online . 		
<p><u>Trust</u> Security Reputation</p>	<ul style="list-style-type: none"> High Priority calls dealt with immediately by a Customer Service member- e.g. Adult & Child Services – reassuring, building trust with customers that SCC are aware of the importance of certain council services FirmStep – our new Digital Platform will enable customer service staff to see the same interface as the customer. 		

Where is digital support in Southampton?

While there is good correlation between the location of the digitally vulnerable and IT facilities and training this could be improved in the future



Location of Digital do the Least Households



Southampton City Council's virtual map of IT Facilities and Training in Southampton and the surrounding area. Each point on the map represents a different form of provision.

Potential future mitigations:

Developing the voice channel:

- Training and cheats for call handlers to help them 'nudge' callers to use the online channels
- Voice recognition in the telephony system to 'speak' your query e.g. housing repairs. This avoids the need for an IVR so simple, easy to use;
- Dedicated telephone line offered only to registered users. Registered 'vulnerable' users have a dedicated number that has no IVR supported by a switchboard type service;

Ensuring support is located in the right places:

- Work with partners to target digital inclusion training and support more closely to the digitally vulnerable groups we have identified
- Proactive issue of Paypoint cards to help vulnerable cash payers. Paypoint can be used at most local newsagents, avoiding the need to travel into town;
- Examine commercial opportunities with partners for free wifi and/or devices in city / council housing areas

Using data and analytics:

- Use our knowledge of who the digitally vulnerable customer are to create fast track routes though our customer experience in order to provide specialist support
- Place a flag on the customer CRM account that gets recognised by the telephony system so when they call their call bypasses the IVR and goes straight to the top of the queue for the next agent;
- Use insight to identify where these groups are exiting our customer experience in order to keep refining our process to support them

Developing advocacy:

- Creating a network of digital champions from staff who can support service users
- Design services in order to support informal advocates, such as family members, in order to make it easier for them to support the people they care for



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How does our IVR work?

Council Tax	Make a payment	Direct	—————→	Automated		
	Arrears	2	—————→	Advisor		
		1	→	Announcement	→	Advisor
	General Enq	5	→	Announcement	→	Advisor
	Benefit Enq	2	—————→	Advisor		
		4	→	Announcement	→	Advisor
	Landlord and H/A	1	→	Announcement	→	Advisor
	Bereavement	Direct	—————→	Advisor		

From Monday next week:

- Announcements will be repeated a maximum of two times
- At the end of the second play the customer will be able to chose the option to speak to an advisor.
- This is an enhancement to the triage in place today

Sensitive calls – direct to advisor

Anti-Social Behaviour

To report further anti-social behaviour.

Building Control

Report a dangerous structure
Request a site inspection
Fees and regulation charges

School Admissions

Information on waiting lists
General enquiries

Parking

Parking Bay suspensions (pay for road cones or reserve a space for 24 hours for emergency building work for example)

Parking Permits

Residents

Visitors

Business Permits

Decrementing cards

Medical practitioner parking permits

Pay and display bays

Parking fine

Automated payment line

Pay a fine in person or by post

Waste

Report a missed bin

Report a lost damaged or stray bin

Commercial waste

Clinical waste

Housing Repairs

All options to report a repair

Gas leaks has the option to route straight to Gas provider

Council Tax and Benefits

Bereavement

Benefits

- Housing Benefit chasing update outside of timescales
- Notice seeking possession
- Overpayments automated payment line
- Payments and notification letters

Recovery

- Automated payment line
- Received a reminder but have already made a payment
- Summons liability orders and arrangements
- Enforcement Officers – Routes to Equita / Ross & Roberts