Board of Directors 26th February 2018	Tower Hamlets Homes
Report authorised by: Paul Davey, Director of Business Transformation **Report Author:** Hilton Armand, Transformation Programme Manager	**Report type:** For decision
Title: The Customer Access and Experience Programme Definition Document	

1.   Introduction

1.1   This report provides the Board with the Customer Access and Experience Programme Definition Document (PDD) for approval. The purpose of the PDD is to define the programme in terms of why it is needed, what it must achieve, its governance arrangements and how it will be managed.

1.2   The PDD went to the Customer Experience Task Force on 24/1/2018 and to the Board away day on 26/1/2018. The comments made at these meetings have been incorporated into the attached version of the PDD.

1.3   Once approved, the PDD will serve as a base document against which the Programme Board, EMT and THH Board will be able to assess progress.

2.   Recommendation

2.1   That the Board approves the Customer Access and Experience Programme Definition Document.

3.   Background

3.1   The Customer Access and Experience Programme is a key part of the 2018/19 Business Plan and is the next phase of the Transformational Change Programme. The overall Transformational Change Programme started in September 2016 and initially involved putting in place various building blocks for a new operating model, including:

- Restructuring a substantial part of the business.
- Reshaping the Business Development and Human Resources Teams to reflect the needs of the organisation in delivering the Transformational Change agenda.

- Developing a digital strategy, approved by the Board in 2017.
- Introducing an online service portal (MyTHH) for customers.

3.2 The Customer Access and Experience Programme will now focus on reviewing services to ensure they are delivered right first time in a way that customers can easily access. The emphasis will be on providing an excellent customer experience.

4. Outline of the Customer Access and Experience Programme

4.1 The PDD provides details of the Customer Access and Experience Programme, including the purpose, objectives, vision, success criteria, scope, governance arrangements and details of the individual projects included in the first tranche of the programme. The objectives of the Customer Access and Experience Programme are:

- Deliver services right first time in order to improve customer satisfaction and make the best use of our resources;

- Use digital technology to improve the efficiency, convenience and accessibility of services for customers; and

- Improve performance across a range of business critical indicators.

4.2 The seven projects in the first tranche of the programme are:

- Anti-social behaviour
- Communal repairs
- Parking
- Responsive repairs (online access and automated SMS)
- Residents' Services Improvement Project (reviewing processes & procedures)
- Digital Strategy (mobile working)
- People Strategy (culture change)

4.3 These projects will have a significant impact on improving the customer experience and organisational efficiency. Further projects for inclusion in the programme will be agreed by 30th June 2018.

4.4 A Customer Access and Experience progress report will be provided to every meeting of the THH Board, as well as to meetings of the Governance and Remuneration Committee and the Customer Experience Task Force.

5. Financial Implications

5.1 The Customer Access and Experience Programme will be delivered within existing resources. A business case will be produced for any new expenditure that is required and will include an analysis of the financial benefits compared to the costs.

6.   Legal implications

6.1   Some of the projects will have legal implications; for example, the parking project involves carrying out statutory consultation on the possible introduction of Traffic Management Orders. Legal advice will be obtained by project managers where appropriate.

7.   Risk Management Implications

7.1   A detailed risk register has been produced for the programme and a summary of the register is included in the PDD. The Programme Board will monitor and review the risk register throughout the programme, including taking action to mitigate risks. Individual projects will also maintain a separate risk register, which will be monitored by individual Project Boards.