

## You are paying for esd-toolkit... are you realising the full benefits?

- align your local tree with your organisation structure
- hold service information against your local tree
- populate your customer profiles and link to services
- ... **and identify the opportunities for service improvement and savings.**

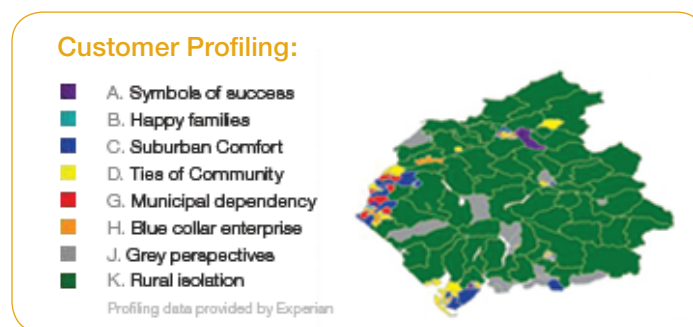
## Developing customer insight to inform your **Customer Access Strategy**

esd-toolkit can now help you to better understand your customers and how they prefer to contact the council. New customer profiling features are used to identify channel usage by profile (population) types. Combined with features to include volumes and cost data this can provide you with the customer insight you need to inform your channel migration plans and Customer Access Strategy, as well as helping you to achieve the new Customer Service Standard (Charter Mark)<sup>1</sup>.

## Develop an **Access Strategy** that really **reflects your locality**

Mosaic profile data from Experian is now freely available to subscribed esd-toolkit users. It shows the profile groups and types of residents within your council's area down to Ward level. You can use this data to help:

- identify the propensity for channel shift
- know what your latent demand for services might be
- identify which council you can learn most from
- know whether it is your intended customers who are using your services
- understand why you may not be performing as well as other councils
- identify where to market your services to best effect



## Map service volumes with profile data to:

- capture service take-up by access channel
- capture post code data against your volumes
- benchmark and compare against others

## Combine the profiling information with volumes data and unit costs to:

- know how much it costs you to deliver services
- model the impact of potential channel migration

# 27consulting and Aperia can help you get the best out of your esd-toolkit investment

27consulting and our partner Aperia are subscribed members of the esd-suppliers scheme. We have extensive esd-toolkit knowledge and experience and are keen to promote the features and benefits available to Local Authorities.

We are providing a fixed price package at just £3,000\* that will help you to realise the benefits from your esd-toolkit investment:

## esd-toolkit Benefits Realisation Package

### Workshop

Benefits workshop for up to 6 officers to explain the benefits from using esd-toolkit

+

### Identify Benefits

Identify the benefits that are applicable to your authority

+

### Develop Action Plan

Work with your chosen manager to develop an action plan

+

### Plan Written Up

Your action plan will be written up and delivered back to you within 2 days

Should you require further support 27consulting and Aperia can provide experienced and knowledgeable consultants to suit your specific needs. Please refer to the pricing system provided in the margin. We can also support you in all elements of the execution of your plan, including:

- Localising your Service Tree
- Understanding and using Customer Profiling information
- Establishing Channel Costs
- Setting up Access Channels
- Preparing a Customer Access Strategy
- Collecting Service Volumes
- Localising the esd-toolkit home page – My Toolkit
- Establishing standard Management Reports

\* Expenses are not included and will be invoiced at cost

## 27consulting Pricing System

27consulting have aligned their day rates with the four main local authority grades:

- Chief Officer
- Principal Officer
- Senior Officer
- Scale 1-6

They encourage a client to decide which grade they would usually allocate the work to, which gives the 27consulting base day rate.

The client then decides the clarity and definition of the work, which has a multiplier:

- Murky (plus 20%)
- Fuzzy (as-is)
- Crystal clear (less 20%)

The client now estimates the duration (days) and multiplies this by the base rate and clarity multiplier.

A loyalty or block booking discount may be applied which gives the price of the work.

27consulting reserve the right to negotiate over the client's choices and believe this system gives visibility and best value for the work undertaken.