

Hello, this is customer Services.
How may I help you?

James Edmondson IMPOWER

Sarah Murphy-Brookman Buckinghamshire Council

Lloyd Jeffries Buckinghamshire Council



1 – How well would you say you understand your customers?



) Ready for responses



Live



2 – To what extent has understanding your customers influenced your organisational-wide transformation?



Ready for responses

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Customer Networking Group



IMPOWER's Theory of Change

Step 1

Identify **new opportunities** by widening the ambition



Step 2

Create **real confidence** in seizing the opportunity



Step 3

Deliver impact **at scale** by learning to manage differently



Step 4

Create a **more resilient** organisation

IMPOWER's Organisational Resilience Framework

Six characteristics of Organisational Resilience

Strong leadership and decision-making

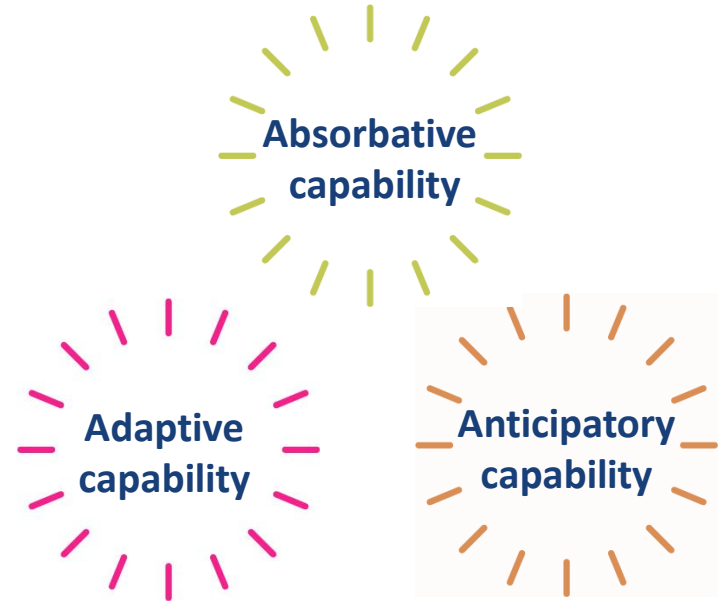
Staff engagement, empowerment and wellbeing

Learning driven improvement and innovation

Leveraging finance and performance intelligence

Resource flexibility

Effective and collaborative relationships



The Listening Tool

BUCKINGHAMSHIRE LISTENING TOOL

3347
SELECTED INPUTS

3992
SELECTED TEXTS

272
POSITIVE TEXTS

825
NEUTRAL TEXTS

2412
NEGATIVE TEXTS

483
MIXED TEXTS

0
NO MATCH TEXTS

1,685
DISTINCT KEYPHRASES

11417
TOTAL INPUTS

16888
TOTAL TEXTS

2390
TOTAL POSITIVE TEXTS

5487
TOTAL NEUTRAL TEXTS

7459
TOTAL NEGATIVE TEXTS

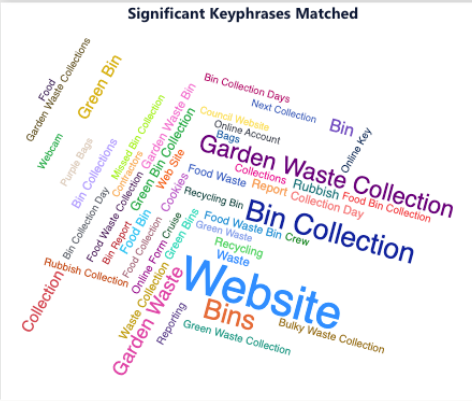
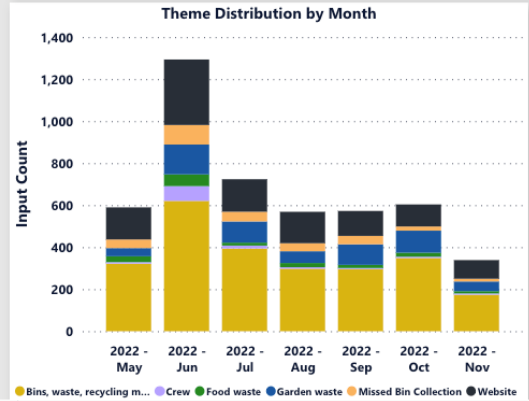
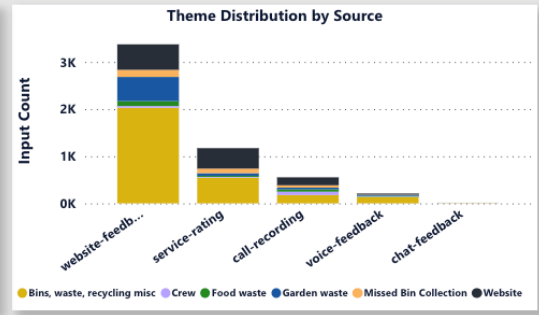
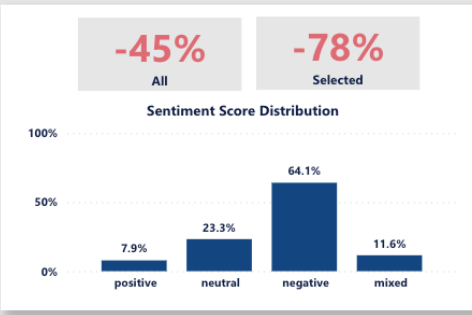
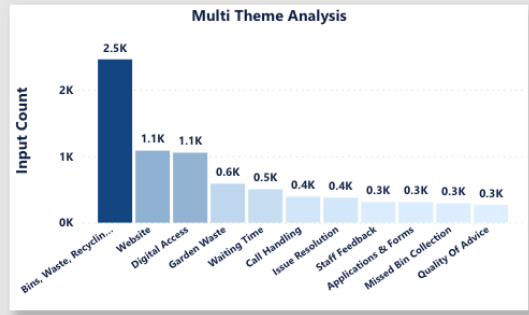
1530
TOTAL MIXED TEXTS

4600
TOTAL NO MATCH TEXTS

18,183
TOTAL DISTINCT KEYPHRASES

Selections

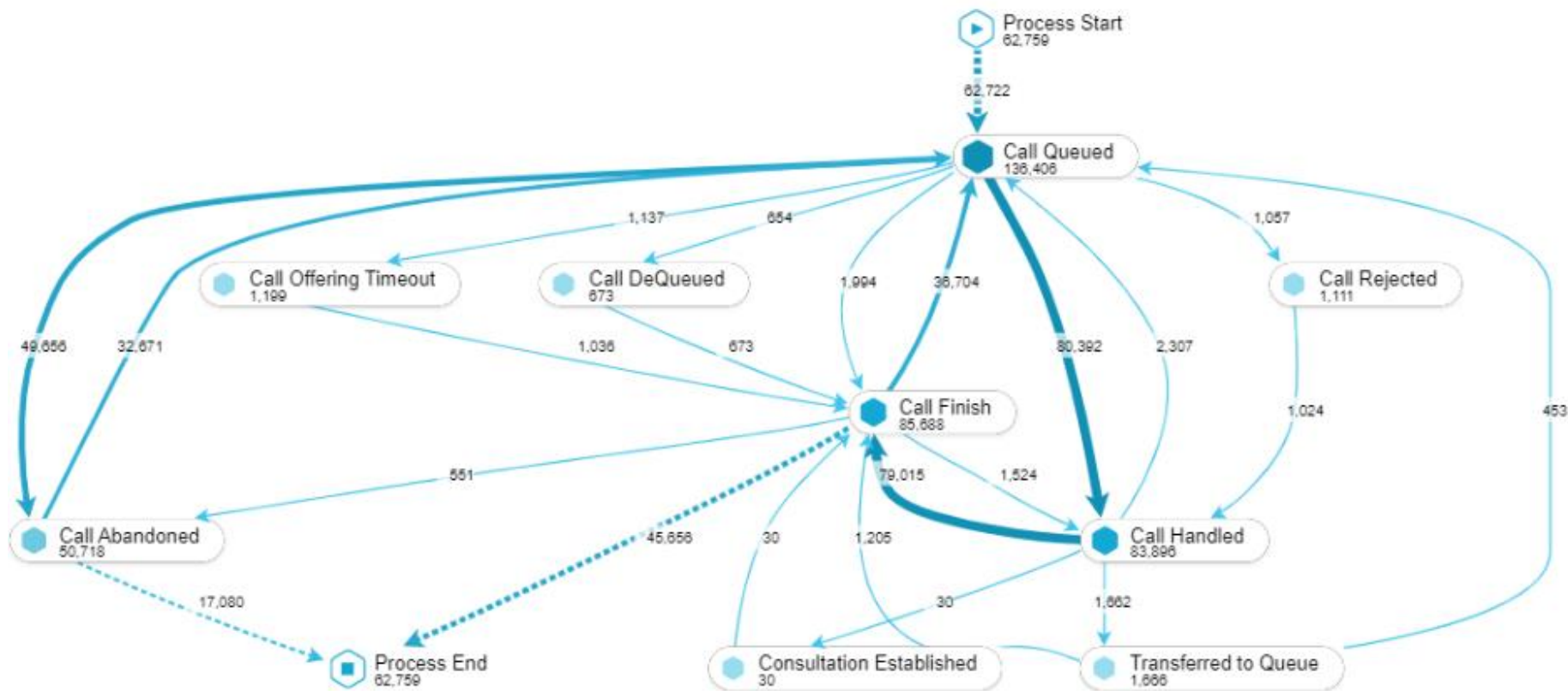
- Themes
 - Select all
 - Covid-19
 - Customer - Capability
 - Customer - Equality
 - Customer - Health
 - Customer - Life events
 - Customer - Resilience
 - Customer Experience
 - Digital Impact
 - Device
 - Digital Access
 - Technology
 - Website
 - Ops - Bins, waste & recycling
 - Bins, waste, recycling misc
 - Crew
 - Food waste
 - Garden waste
 - Missed Bin Collection
 - Ops - Council Tax
 - Ops - Other
 - Ops - Payment
 - Process Insight
 - Staff - Insight
 - Staff - Interaction



Comments Made

	Input Count	Text Count
Text & Keyphrases	3347	3992
Total	3347	3992

Journey Mining



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