

Outside-In Customer Journey Mapping

Dacorum Borough Council Property Services

OSBORNE



The customer always comes first at Osborne Property Services

This is easy to say, but much harder to do. An example of just how important it is for our customers to have a positive experience working with our contact centre teams and operatives is through the key feedback technique we've implemented.

'Customer journey mapping' allows us, from a customer point of view, to examine the experience they will have in a typical dealing with Osborne. To arrive at the outcome, we don't just put ourselves in customers' shoes – we let customers tell and show us what they think.

To gain a better understanding we ran focus groups with customers to ask how our services supported their needs as well as discuss any positive or negative experiences they'd had from the service.

As a result, we are able to create a maintenance and support service for residents to suit their needs.

We worked with our partner Dacorum Borough Council to conduct focus groups with customers in the area.

As a result a group of residents were invited to join the Osborne Property Services team for the day so their experience could be mapped. Together we explored each touch-point between us and the resident, measuring service against quality and convenience expectations.

This invaluable exercise has enabled us to understand how the customer sees our service and what is important to them. A key finding was how we improve the resident experience when people have to live with the disruption of work being undertaken on their homes.

This crucial information has been fed into how we design and provide our services, with a specific focus on introducing improvements that meet and anticipate customer needs.

Here's what some of the residents who attended the focus group had to say. >>

"My husband and I came along to your focus meeting not really knowing what to expect. We had a very enjoyable day with you and what was special to us was knowing that you listen and care about how we feel."

"It is a good idea to have this meeting. We were able to exchange our viewpoints and it was great to meet other people. Thank you."

The Dacorum Borough Council representative Sharon Clayton also agreed what a useful exercise the day was: *"I found the way you ran these focus groups very interactive and well organised, getting fantastic comments from residents and digging down deep to find out their true feelings. So well done to all involved."*

