

Residents Map out their Customer Experience

Slough Borough Council Property Services

OSBORNE



Residents in Slough are helping to shape their own customer experience through Journey Mapping workshops with their new property service provider.

From 1st December 2017, Osborne will enter a partnership with Slough Borough Council providing repairs, maintenance and investment services to over 7,000 local homes. In preparation, Osborne and Slough Borough Council have been engaging residents through special 'Customer Journey Mapping' workshops, aimed at understanding what is important to the customer and how services can be improved.

More than a dozen local residents recently attended the first session, joined by Cabinet Member for Housing Councillor Mohammed Nazir, filling the Fox Road meeting room with an array of colourful post-it notes, sharing their views and expectations at each stage of the process from reporting a repair to completion.

The session, and others to follow, will provide Osborne and Slough Borough Council, who will co-locate at new offices to realise the benefits of collaborative working, with a true insight into the needs of their customers in order to improve their experiences in the future.

"To deliver an exceptional service we need to listen to customers, discover how they feel and understand their current and future expectations. Our customer journey mapping approach provides an environment that allows customers to talk openly and methodically from their own first-hand experiences.

Understanding the customer journey and how they feel at each touch-point is a key learning benefit for us. We can now cross check the current customer journey against our internal processes and customer expectations to identify improvements we can make considering their needs." - Claudette Ara, Osborne's Regional Customer Experience Manager

"The residents of Slough are central to everything we do, and this initial session has provided them with an opportunity to share their personal customer experiences.

We finished the day with a greater understanding of what really matters to the people in our borough. We want our residents to know that we're listening

closely to their concerns and working hard to understand their expectations.

These recent learnings are invaluable as they will help us shape and improve future customer services." - Councillor Mohammed Nazir



TOP: Slough Resident highlighting her main thoughts and feelings during the Repairs Process

BOTTOM: Councillor Nazir and Claudette Ara reviewing the Journey Mapping Process

MIDDLE: Resident and Staff discussion