

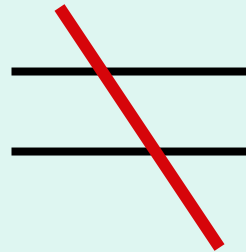
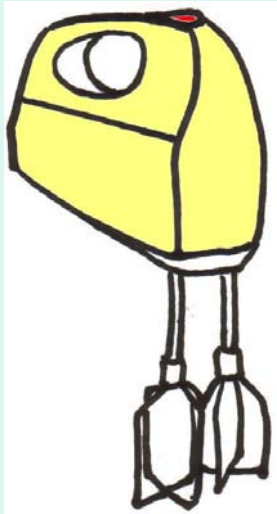
Customer Insight - Raising our Game

The Tools for the Job

Mary Tetlow

LGA/IDeA/NCC conference 10 October 2007

Tools for the job



Customer Insight



Know who
Customers are



Understand their experience



Know what
they care about



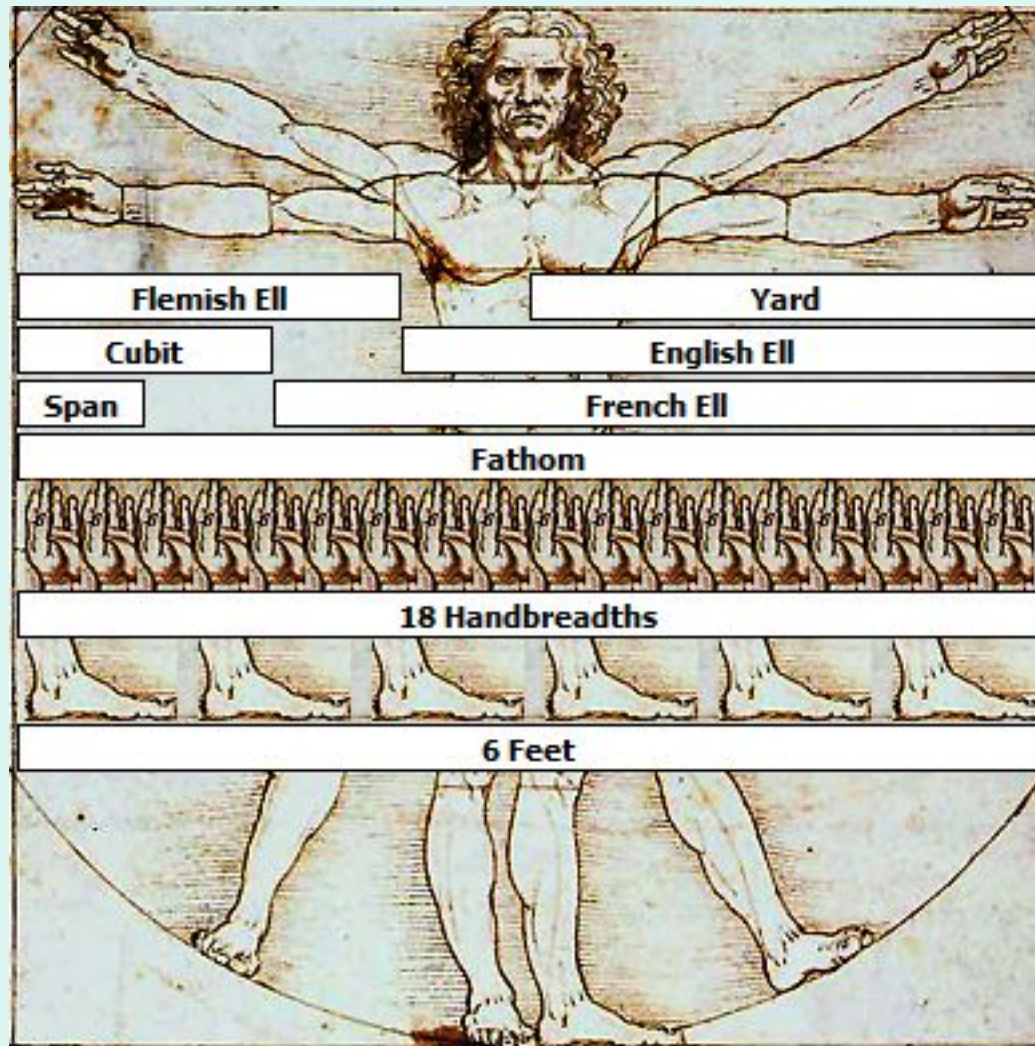
Build knowledge into
decision making

Customer Insight



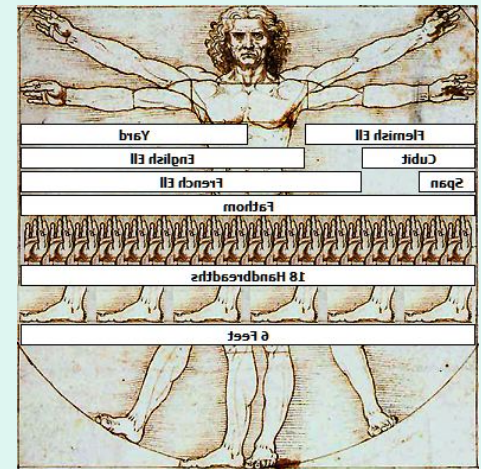
A unifying vision of what you are trying to achieve

A protocol for customer insight



Some lessons from the history of measurement

- The need for standardisation has been recognised for centuries
- However, many think their home made system is the best
- Without standardisation there would be no communication for fundamental elements of daily life
- It seems to be the biggest and the strongest who resist change longest.....



The minimum data we think you should collect:

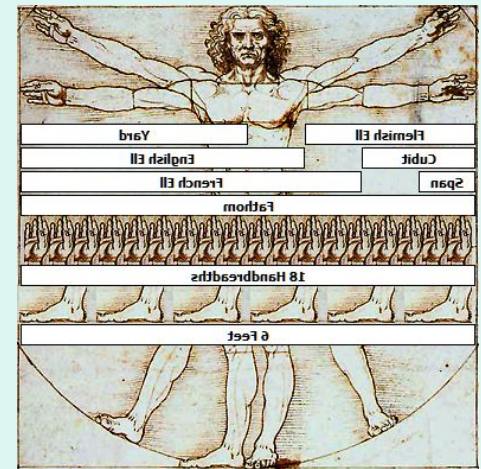
- Geographical data
- Date of birth
- Gender
- Ethnic group

The data we recommend you also collect:

- Carer status
- Disability status
- NS-SEC
- Employment status

You might also like to consider:

- Household income
- Religion
- Sexual orientation



You need to think carefully about:

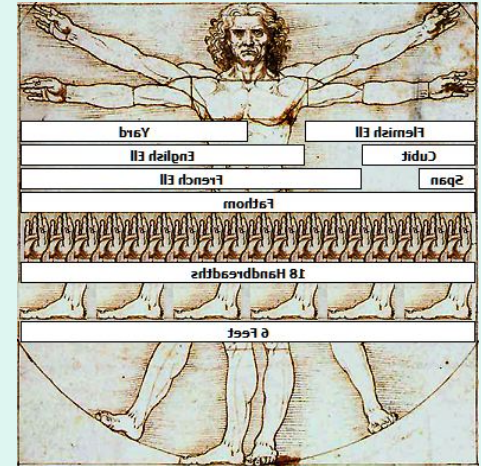
- Making the data anonymous
- How you instruct survey companies
- How you will keep and share the data

Alongside this, you should also think about:

- How you will approach segmentation
- How you are going to ensure data is shared

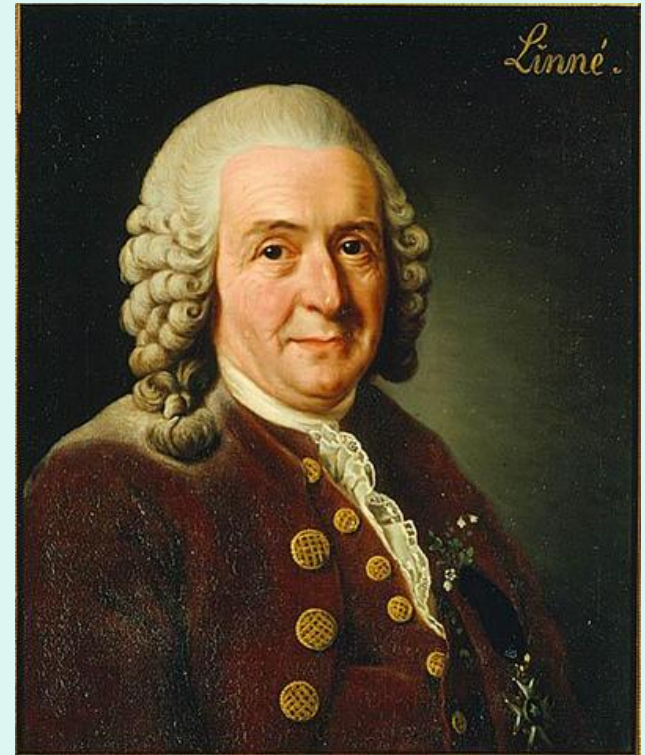
And perhaps most important of all:

- How you will build customer insight into the organisation's processes, culture and ethos



Segmentation

The point is to seek to understand difference and use that knowledge to improve people's lives.



Using standard classification systems it is possible to map your data, held in standard formats, onto other data including standard classification models (ONS and commercial products), and thus make it much more powerful.

Segmentation: using the same data for different purposes

Social services segmentation model:

Segment	A	B	C	D	E	F	G
Description	Elderly population in care homes	Elderly population receiving domiciliary care	Elderly population receiving other care packages	Elderly population likely to require care packages, living in deprived neighbourhoods	Non-elderly population receiving care	Other populations at high risk of needing care	Low risk / NA populations
Key data required to create segmentation	Age, and user data			Age, postcode	Age, postcode	Age, postcode, sex, ethnicity	Age, postcode, sex, ethnicity

Police, for youth justice

Segment	1	2	3	5	6
Description	Youth offenders known to police	Highest risk: Male youths from the most deprived, highest crime neighbourhoods	Other residents in inner city areas with high victimisation	Affluent areas with a mature population (few children) and low crime rate	Low risk / NA populations (e.g. retirement areas and rural retreats)
Key data required to create segmentation	User data (including age, sex, ethnicity and postcode)	Age, sex, postcode	Postcode	Age, postcode	Age, postcode, sex, ethnicity

Customer Insight



Serve it with pride, expertise, talent and above all, care

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