

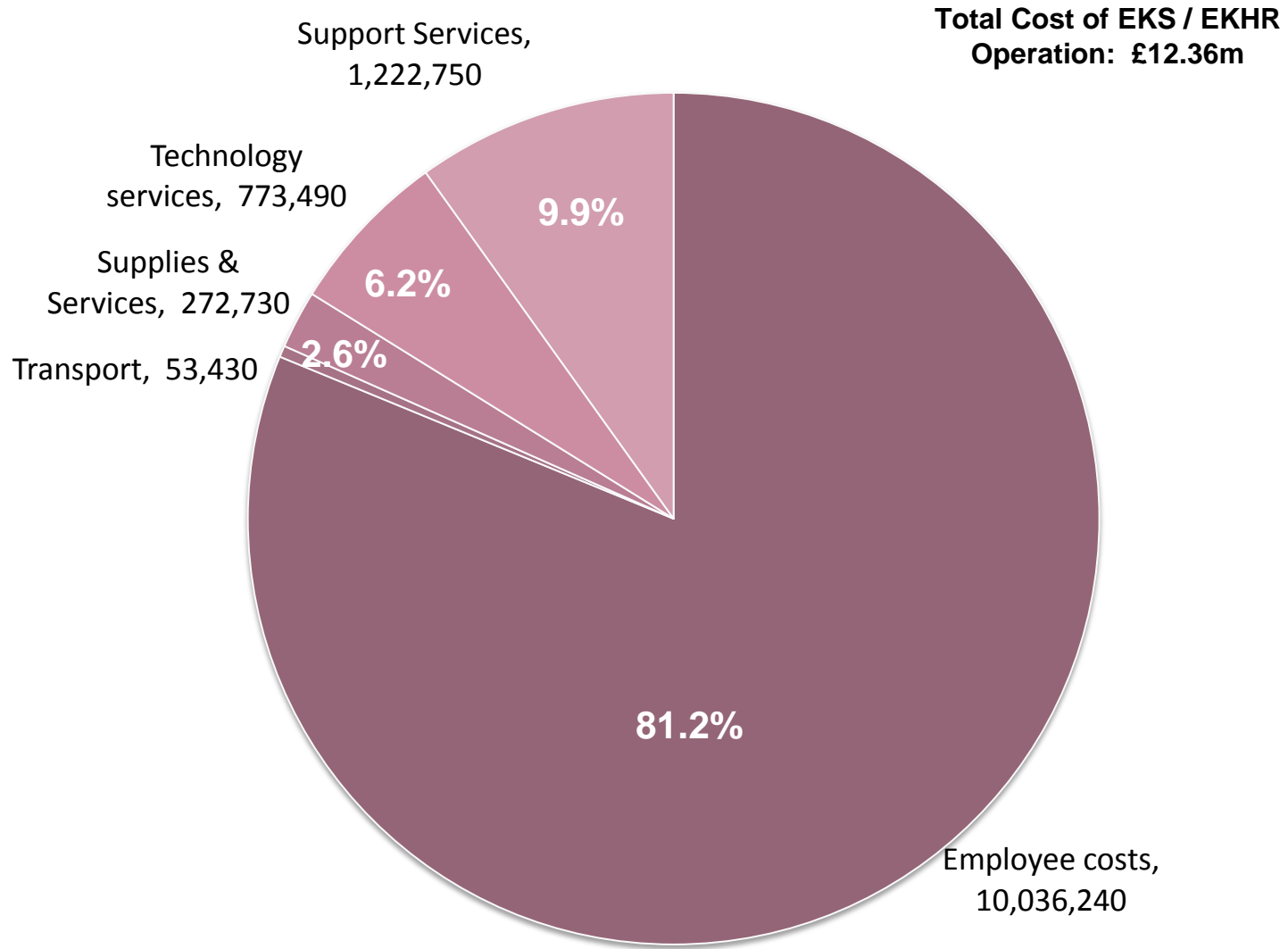
Ramsgate District Office



Drivers for Digital Change

- Society and Customer expectations
 - Simplicity
 - Easier Access (self serve, mobile and appointments)
 - Clear, timely and accurate information
 - Managing Demand better
- Financial
 - cost reduction in back office process
 - Shifting from expensive service provision to lower cost channels
- Technology
 - New systems reduce mundane process & enable staff to focus on work that best utilises human talent
 - Innovation and alignment across the sector
 - Improve compliance and resilience (e.g: PCI DSS, Cloud solutions)

EKS Operating Costs



Proposal

- Ramsgate District Office to close from 1st September 2017
- Current transactions to be moved to alternative channels / methods
- Transition plan put in place

Current situation

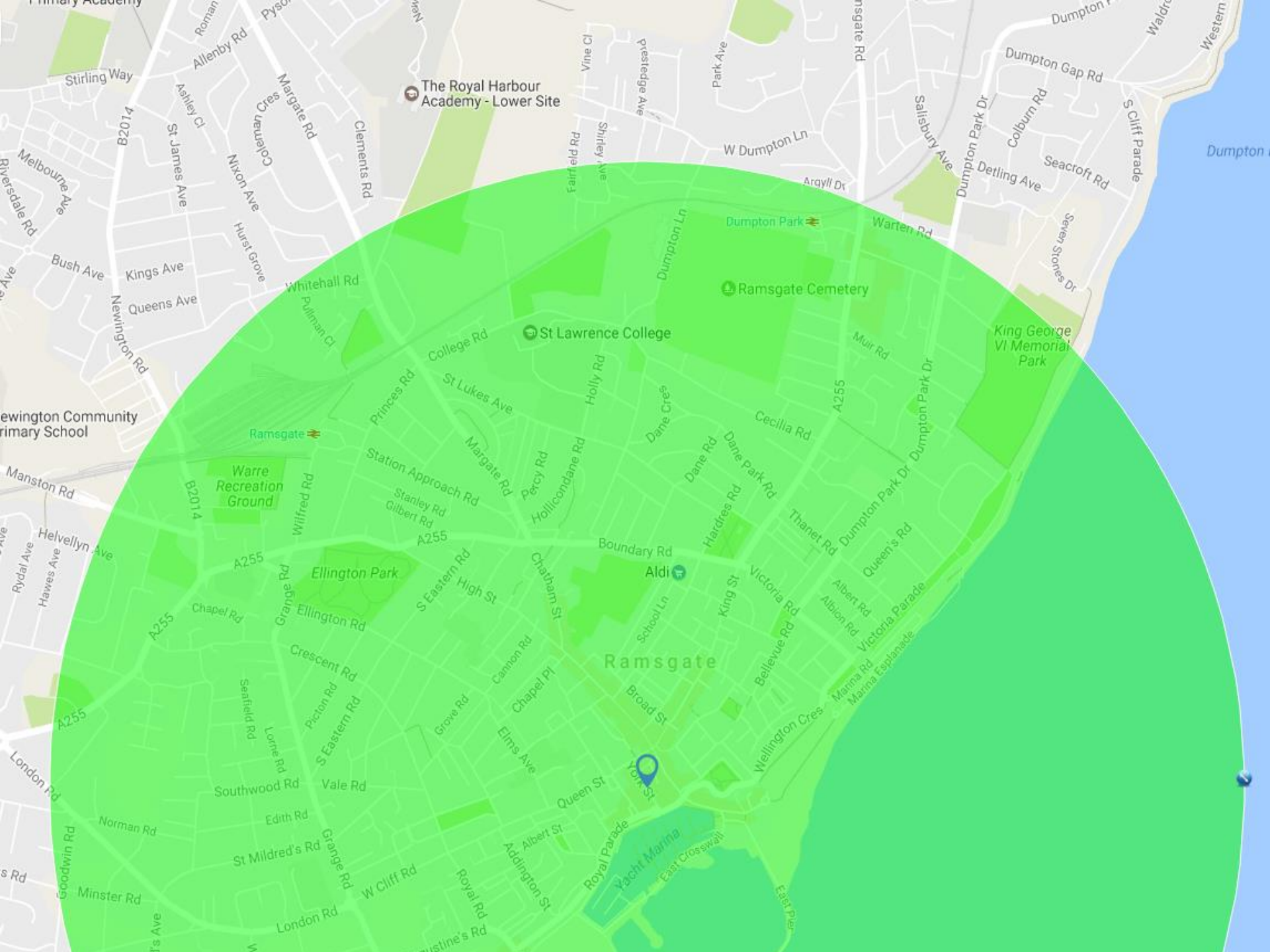
- Open 8.45am to 12.30pm – weekdays
- Resourced by 2 x staff
- 36% of transactions handing in documents
- Reducing footfall (14% year-on-year)
- Customer insight work
- Digital initiatives

How Customer Service is already changing

- Afternoon appointments
- Review of face-to-face in East Kent
- Web chat
- Floorwalkers
- Assisted digital service

“Average” Ramsgate D.O. customer

- Female
- Aged 35-44
- Not disabled
- Travels 1.3 miles
- Bringing in paperwork



The Royal Harbour Academy - Lower Site

Dumpton Park

Ramsgate Cemetery

St Lawrence College

King George VI Memorial Park

Ramsgate

Warre Recreation Ground

Ellington Park

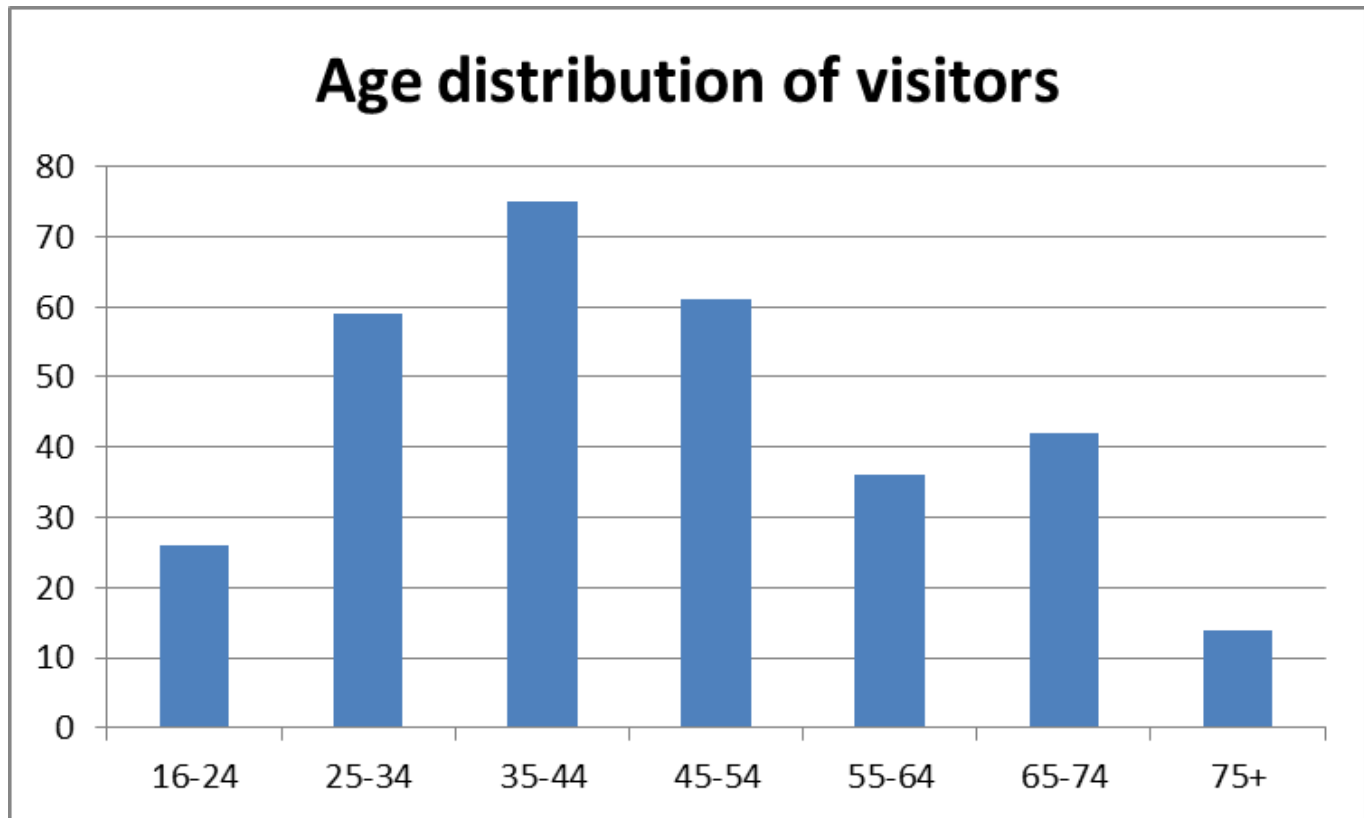
Aldi

Ramsgate

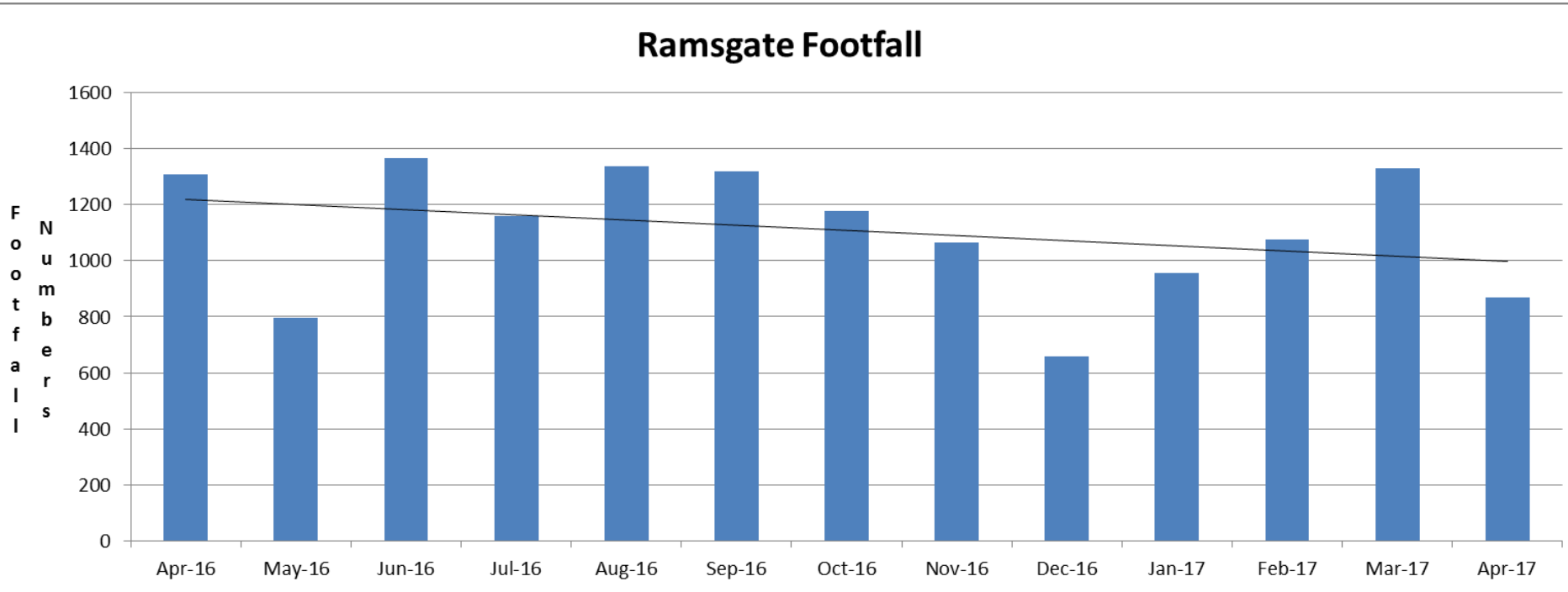
York St

Yacht Marina

Age profile of RDO customers



RDO visitors



What are your customers telling us?

“But you are here so why not use the facilities – you are being paid anyway”

“I know I can report it online or call you but all the time you are here I will come in”

“Why would I go online when I can come here where there is no queue”

**“If I pay here I know it has gone through,
if I pay online I don’t know if it has gone
through or if I have done it right.”**

**“I can do it online but as I am passing I
dropped in”**

“It’s nice not to wait”

ONS Internet stats 2016

Figure 3: Recent internet users in last 3 months by age group and sex, UK, 2016

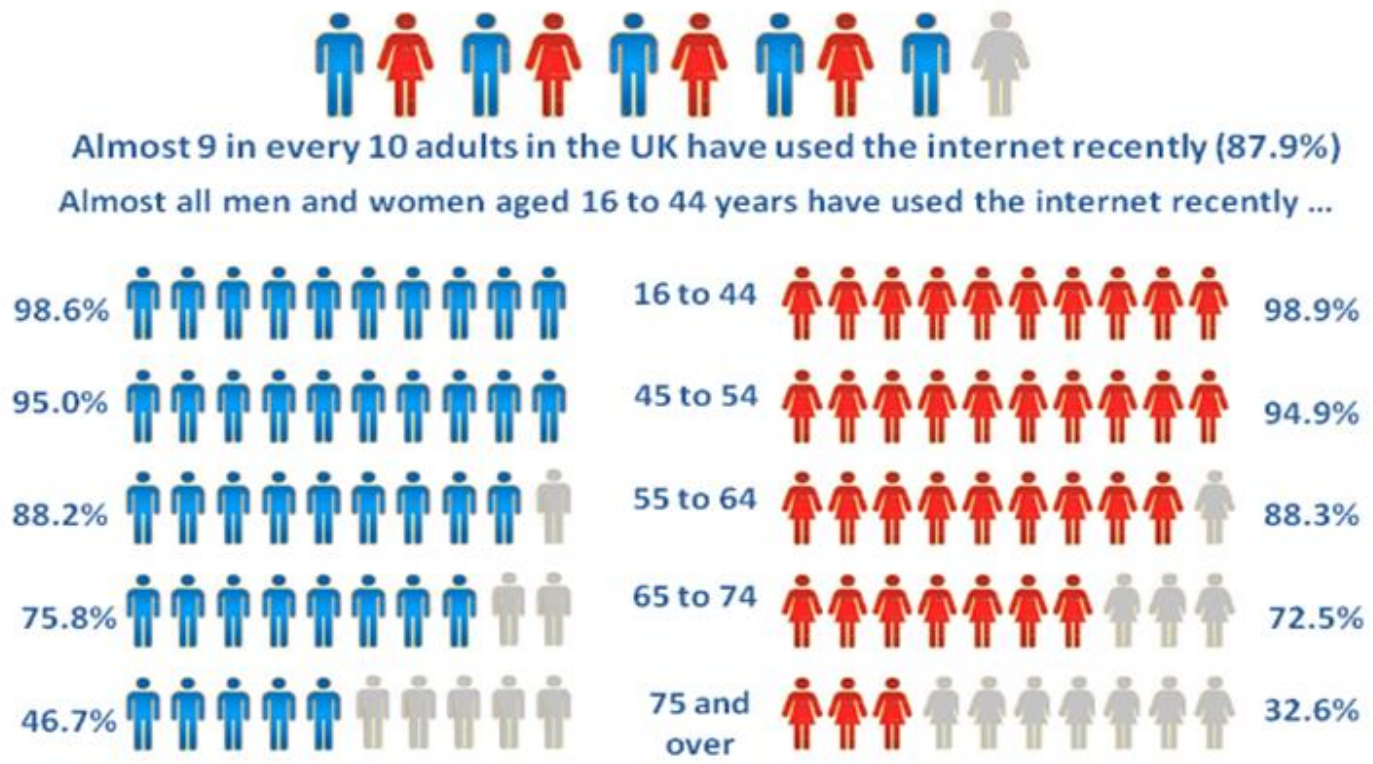
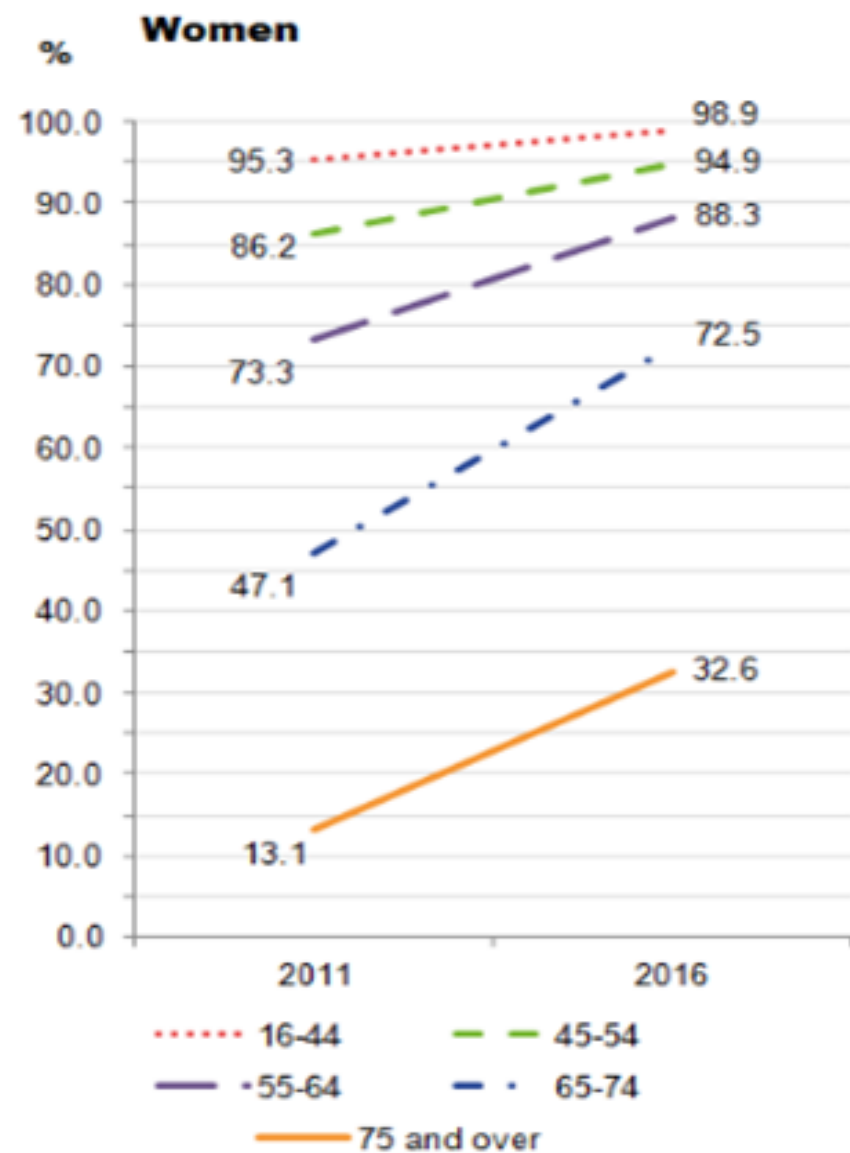
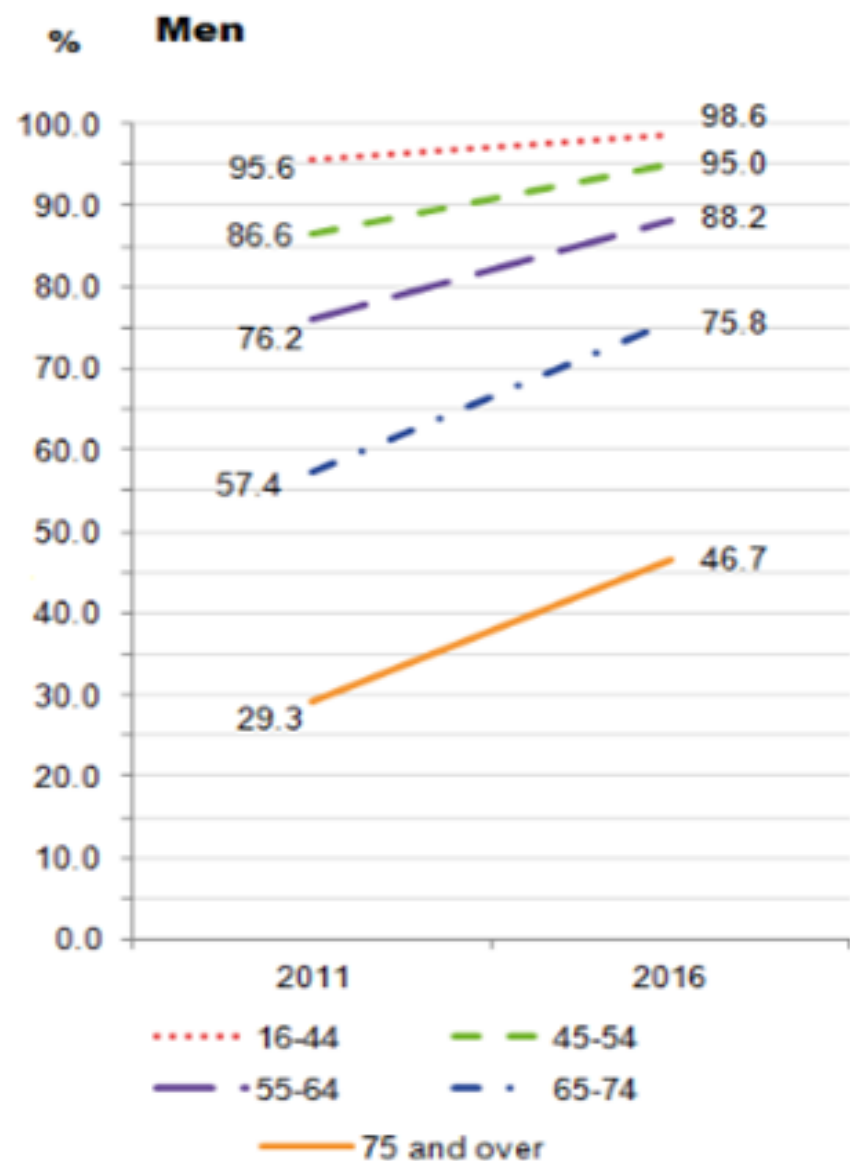
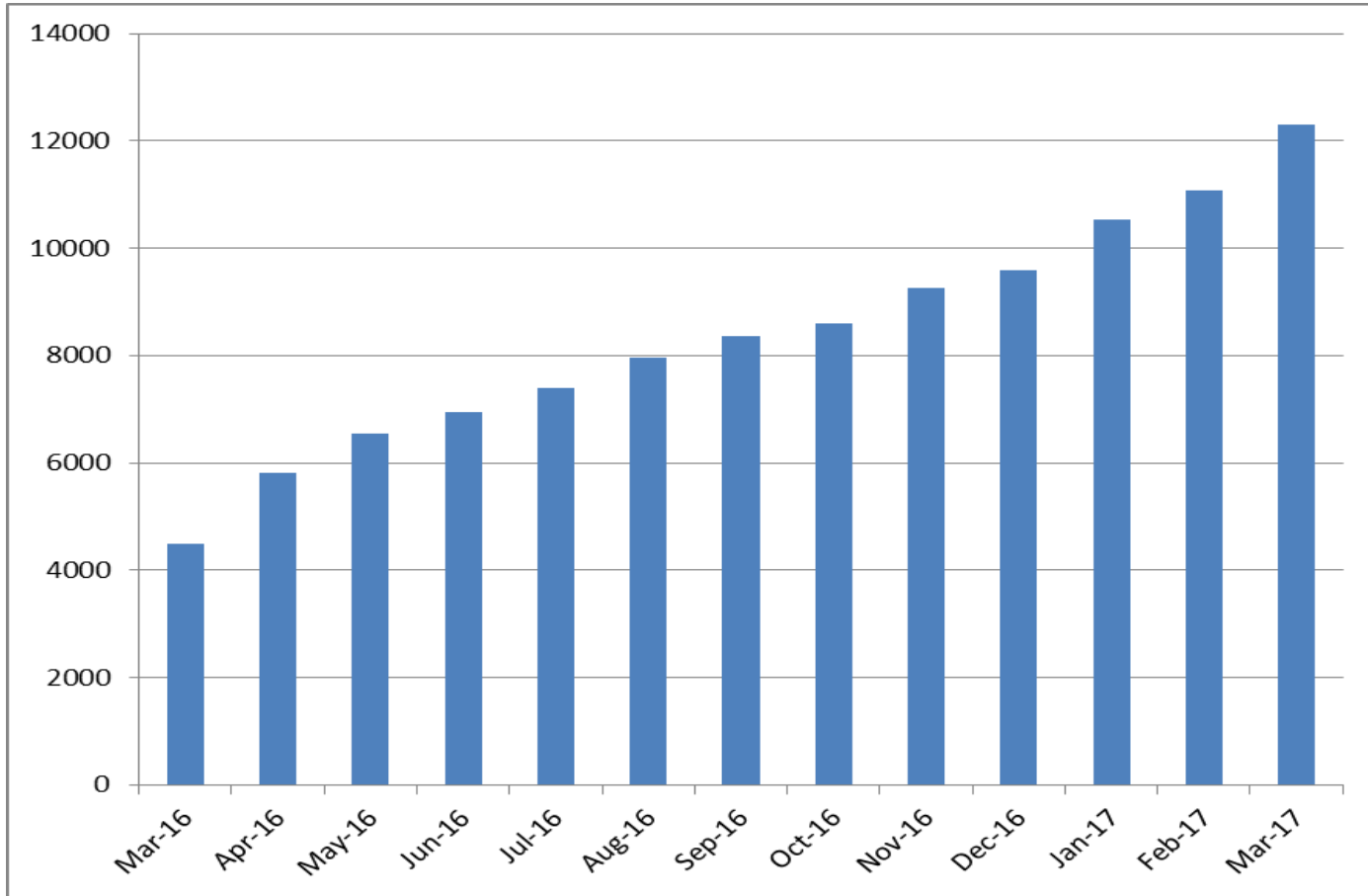


Figure 4: Recent internet use in 2011 and 2016 by age group and sex, UK



Council Tax E-Billing





age UK

What happens next ?

- Ramsgate Office will close on Friday 1st September
- Arrangements in place for waste/recycling
- Transition plan in place
- Help and assistance for customers