Target Operating Model

SMARTER TOGETHER

CUSTOMERS	Residents	Businesses	Workers	Visitors	Students	Suppliers	Partners

TRANSACTIONS	Ask	Apply	Report	Tell	Pay	Book

DEMAND

Incoming Demand 100%

Target Resolution 50%

Push/Pull Information

70%   30%

CHANNELS	Web	Live Chat	Chat Bot	Phone IVR	Social Media	Face To Face	Video Calling

SELF-SERVE

ASSISTED SELF-SERVE

TIER 3

Supporting Technology & Infrastructure

DIGITAL PLATFORM	Authentication	Account	Forms	Bookings	Notifications	Auto Assess	Payments	Search	Knowledge Base

- Digital platform
- Corporate systems
- Line of business systems
- Single view of the customer

■ Volume ■ Complexity

Remaining Demand 50%

80% High Volume Low Complexity

TIER 1

Multi-skilled advisors resolve queries at the first point of contact

- Signposting
- Simple Information & Advice
- Triage
- Authentication

Live Chat   Phone IVR

Target Resolution 30%

TIER 2

More complex queries are passed to specialist advisors to resolve

- Specialist Information & Advice
- Complaints Handling
- Simple Eligibility Assessments
- Initial assessment

Live Chat   Phone IVR

Remaining Demand 20%

20% Low Volume High Complexity

TIER 3

Complex and specialist enquiries and ongoing service delivery remain within the respective service back office

- Professional Information & Advice
- Complex Assessments
- Service Provision & Delivery

Video Calling   Phone IVR

Outbound Manual and Automated Notifications (SMS/Email)