Appendix 4

Prioritising customer journeys

High
This category is for the top 10 customer journeys based on highest demand (customer, channel, strategic priority, political, external)

- Universal transactions that could be done online by most customers. Reducing demand in other channels will lead to cost savings on contact and capacity to be freed for other types of enquiry
- High political, organisation or customer demand
- The core of the website – the 5% of content accounting for 25% of demand
- Assigned resources from digital team to develop and deliver
- Reviewed quarterly.

Medium
This category is for medium priority customer journeys as defined by political, organisational or customer need.

- Universal transactions that could be done online by most customers. Reducing demand in other channels will lead to cost savings on contact and capacity to be freed for other types of enquiry
- Medium levels of political, organisational or customer demand
- Statutory content we're required to publish on our website
- The inner rim of the website – 35% of content accounting for a total of around 55% of demand
- Potential for resource from digital team to develop and deliver but timescales to be considered on a case by case basis.

Low
This category is for low priority customer journeys as defined by political, organisational or customer need.

- Some universal customer journeys but some 'at risk' journeys where contact may be better carried out in another channel to avoid customer needs increasing
- Content relating to 'high risk' journeys which would be more effectively carried out in another channel
- Outgoing services which the Council will no longer directly provide
- Content intended for a niche audience
- The outer rim of the website – 60% of content but accounting for a total of 20% of demand
- Limited digital team resource to develop or deliver.