

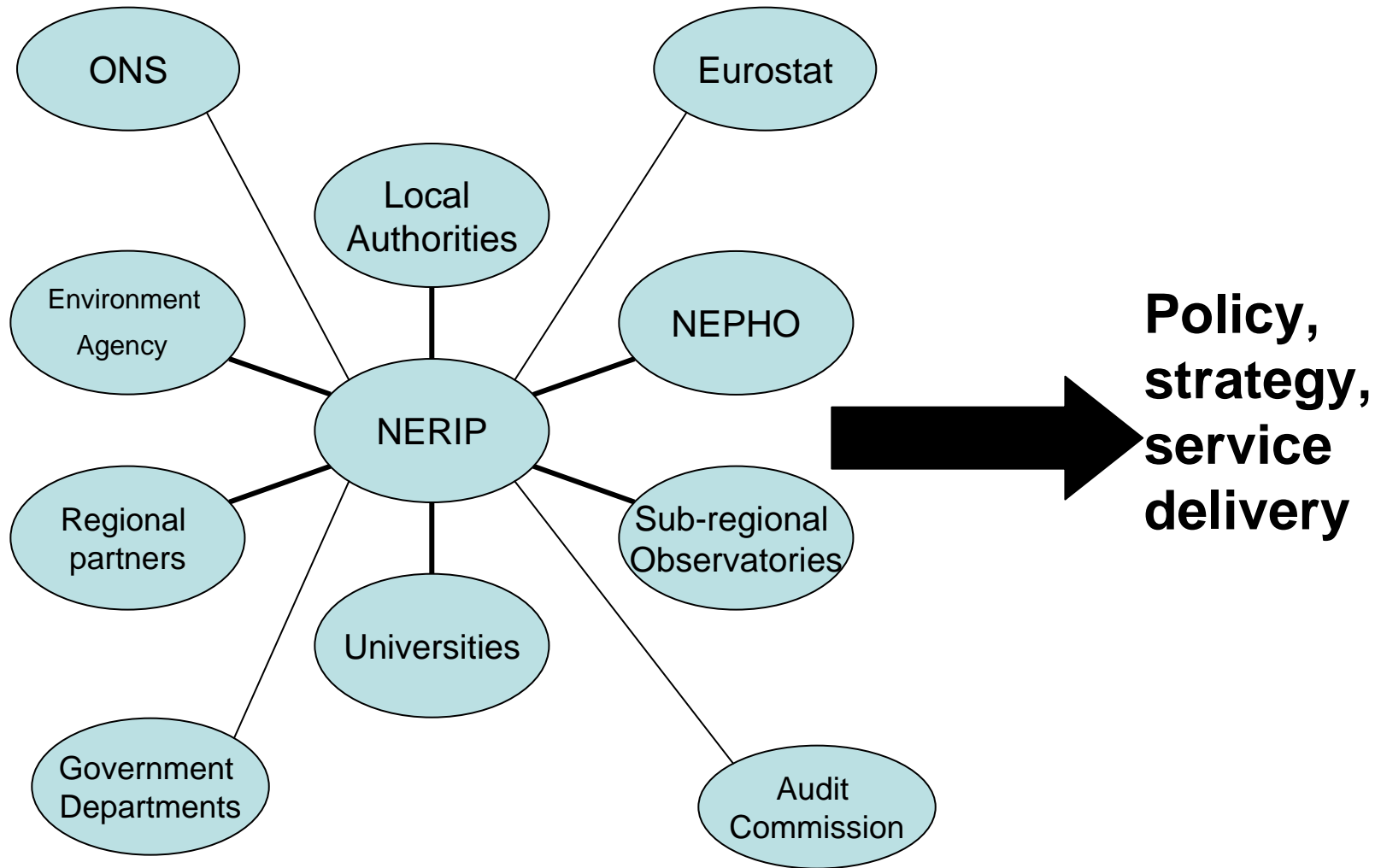


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Customer Insight – some practical implications

Jon Carling
Head of NERIP

NERIP is....



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Why do this?

"What scares me about this is that you know more about my customers after three months than I know after 30 years."



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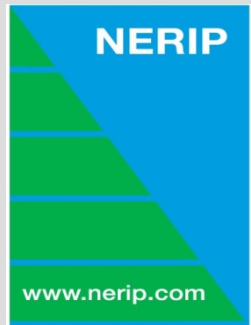


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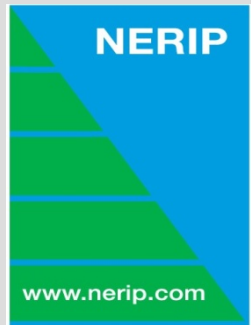
'the citizen always and everywhere at the heart of public service provision'



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Who takes responsibility?

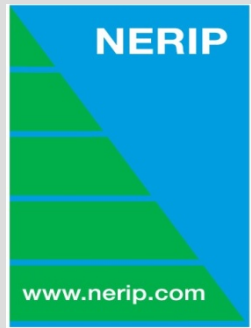
- **For TESCO, it was the Chairman**
- **Generated an ethos throughout the company**
- **Focus on data analysis**



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Customer Service Excellence is designed to operate on three distinct levels:

- **As a driver of continuous improvement**
- **As a skills development tool**
- **As an independent validation of achievement**



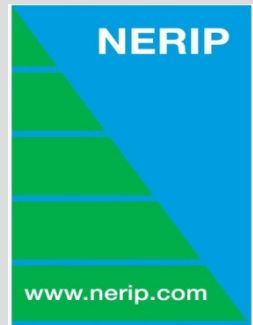
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R E G I O N A L
I N F O R M A T I O N
P A R T N E R S H I P

What is a data analyst?

- Not necessarily a statistician
- Someone who understands how the data was collected
- A knowledge of how the data analysis will be used is a good idea
- Ability to use data analysis software is important – excel, access, possibly SPSS
- An ability to ask questions
- And an ability to present the results in a meaningful way



Are any products for sale that can fit the bill?



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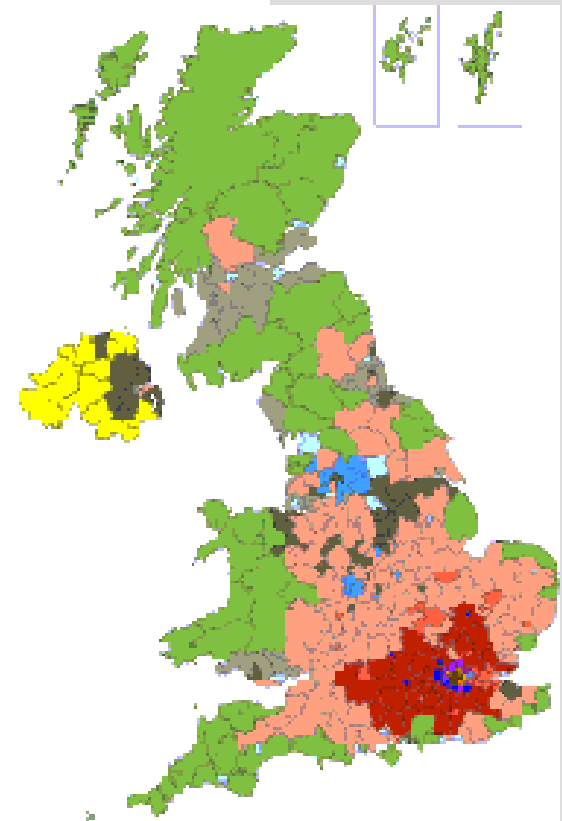
- Mosaic is based on analysis of the latest trends in UK society, a wealth of high quality, comprehensive data sources and a sophisticated proprietary approach to cluster analysis, supported by analysis of market research to validate the classification
- 155 Mosaic person types aggregate into 67 household types and 15 groups, to create a 3 tier classification that can be used at the individual, household or postcode level

ONS have an 'area classification', and its free!



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- The 2001 Area Classification is used to group together geographic areas according to key characteristics common to the population in that grouping. These groupings are called clusters, and are derived using census data.
- The classification is used by government departments and academics for analysis and comparison, and can also be used by members of the public and school pupils for finding out about where they live and how it compares with the rest of the country.



Your data is much richer than this....and its also free!



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Data audit?

What data does your Authority have?

How was it collected?

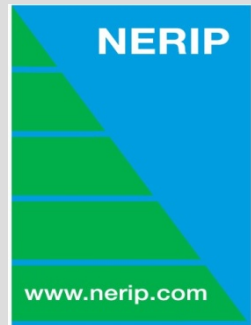
**Does it tell you about areas, individuals,
households?**

**Is it being used beyond the purpose for which it
was collected?**

Can it be used beyond the purpose for which it was collected?

- **Did we ask the customer whether the data can be shared? And for what purpose?**
- **Do we have a data-sharing protocol in place?**
- **Ministry of Justice website gives a useful guide to data-sharing**

<http://www.justice.gov.uk/reviews/datasharing-intro.htm>



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Does the data you need sit within more than one organisation?



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- **LSPs have lots of useful, customer-orientated data**
- **Crime and disorder partnerships share data routinely**
- **Are you wanting to look at all the data together, or by policy or service ‘theme’?**
- **Worth devising a ‘vision’, and an action plan of how you will achieve it**

What spatial level are you interested in?



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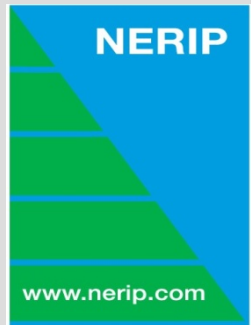
- **Loads of data at Local Authority level**
- **Quite a lot of data at ward level**
- **More data at LSOA level**
- **More still at the level of the household, or the individual**

You can also create data....

- **Customer surveys**
- **Citizens' Panels**
- **Focus Groups**

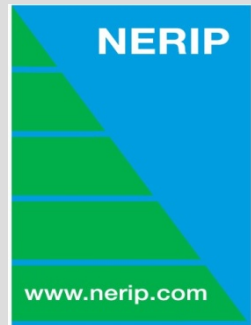
And you will be able to gather information about your customers' opinions, customer satisfaction with your services

These are skilled areas and you will need someone with the right expertise



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Its very important that your analysts know how to make the data interesting



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http://www.nerip.com/lib/datasets/Enterprise_Business_Stock_20090925_2_3.xls

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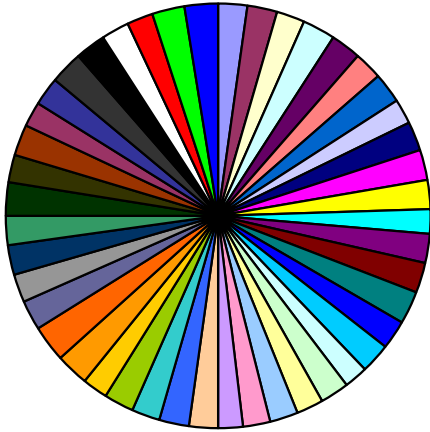
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
8	1,614,635	160,670	111,370	228,460	43,195	160,725	53,935	120,140	243,125	155,780	78,780	136,570	121,890	352	211
9	1,616,700	161,390	111,245	232,495	42,585	159,475	54,570	120,080	244,930	154,865	77,945	136,315	120,810	352	208
10	1,635,385	163,660	111,895	238,690	42,600	160,165	55,365	120,810	249,305	156,380	77,825	137,215	121,480	354	208
11	1,676,065	168,560	113,895	249,290	42,940	162,685	56,595	122,840	257,965	159,995	78,450	139,785	123,065	362	210
12	1,717,005	172,905	116,235	260,110	43,460	165,080	57,655	124,445	267,240	163,485	78,885	142,650	124,860	370	213
13	1,749,570	176,370	118,185	268,885	44,050	167,085	58,475	125,445	274,305	166,345	79,140	144,910	126,375	375	216
14	1,779,640	179,875	120,210	275,770	44,770	169,040	59,160	126,540	279,960	168,750	79,940	147,595	128,020	379	220
15	1,801,345	182,100	122,005	279,575	45,005	170,730	60,065	127,130	284,345	170,900	80,780	149,660	129,060	381	221
16	1,823,510	185,210	124,275	281,340	45,595	172,650	61,075	128,020	288,715	173,425	81,040	151,980	130,195	384	223
17	1,861,590	189,025	127,175	287,205	46,785	176,900	62,165	129,940	294,880	176,960	82,015	154,840	133,695	389	228
18	1,895,900	192,105	129,685	292,935	47,735	180,355	63,435	132,085	299,960	180,020	83,555	157,585	136,445	393	231
19	1,935,450	196,275	132,515	300,160	49,000	184,725	64,675	134,285	305,405	183,440	85,050	160,780	139,130	398	235
20	1,973,220	199,630	135,420	308,020	50,200	188,735	65,510	136,905	311,060	186,650	86,215	163,405	141,470	402	241
21	2,031,145	204,655	139,145	321,615	52,275	194,695	66,225	141,895	319,860	191,130	87,335	167,075	145,240	411	249
22	2,325,770	236,355	158,365	392,920	63,450	235,315	60,030	149,010	372,810	207,115	91,740	191,490	167,170	459	296
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Sheet1 / Sheet2

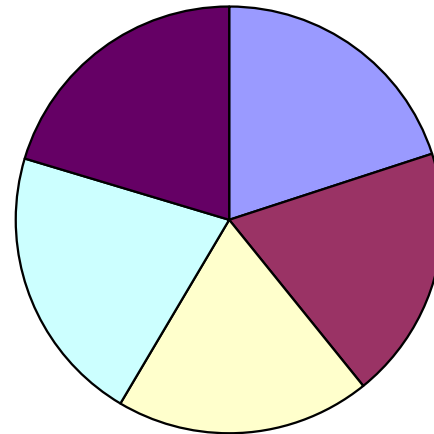
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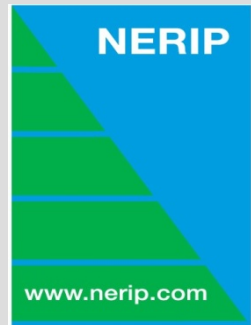


How do we compare with last month / last year / hated Local Authority next door?



Sometimes a few words will draw the picture for a thousand numbers.....

- **The population of the North East stands at just over 2.5 million, and has been rising steadily for the whole of this decade**
- **Ward X has the lowest average property prices in the UK**
- **Employees in Local Authority Y have the lowest median weekly pay of any English region**
- **LSOA Z has experienced the greatest decline in the burglary rate of all the wards in Local Authority Y since 2001-02**



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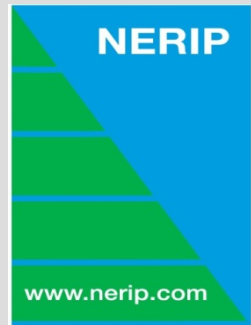
Are your analysts recognised in the Authority?



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- **Where do they sit?**
- **Do they have a name?**
- **Do they need a logo?**
- **How can their profile be raised?**

NERIP has agreed to help promote the need for good, accessible data analysis around Customer Insight



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Phase One

- **A needs assessment for all Local Authority data analysts, vis-a-vis the Customer Excellence Standard**

Phase Two

- **A one-day event focused on interpreting the findings of phase one, facilitated by NERIP**

Phase Three

- **Two 'self-help' workshops**

Phase Four

- **Fifteen training capacity building events – 'research basics' – by theme? by area?**

Then a written report with recommendations



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