

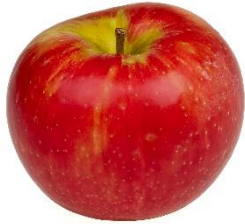


# Green Waste - “Show & Tell” – CRM Programme

# Programme Team

Core Team	Roles & Responsibilities
<b>Darren Rose</b> - Programme Manager	Oversee, challenge and support programme deliverables to provide quality and consistent design and implementation outcomes
<b>Darren Babidge</b> – Customer Services, Digital & Innovation Manager	Design lead and support in the identification of existing materials and internal/external users to engage with on each process to be redesigned
<b>Andrew Walkinshaw</b> - Project Manager <b>Rory Carlton</b> – IT Implementation Manager <b>Matt Smith</b> - Principal IT Analyst <b>Rehan Gul</b> - Business Analyst (CRM Functional Lead) <b>Gavin Fuller</b> – IT Solutions Architect <b>Andrew Woodgate</b> – IT Infrastructure Specialist	Produce “As-Is” process diagrams using existing materials to be validated Facilitate virtual working sessions with SME's to validate “As-Is” and create “To-Be” processes Undertake research with external users when appropriate Undertake synthesis and co-design sessions with SMEs Develop, validate and sign off future blueprints with SMEs
<b>Amir Ali</b> - Technical Analyst <b>Rehan Gul</b> - Business Analyst (CRM Functional Lead)	Review outputs from redesign sprints and develop business solution documents
<b>Subject Matter Experts</b>	Review and validate “As-Is” process and support development of “To-Be” processes Participate in research synthesis and co-design working sessions when appropriate Review and validate the development of future service blueprints

# Havering CRM Agile Approach



**Pre-discovery (weeks 1 - 2)**  
Understand what the problems are to create focused discovery brief(s)



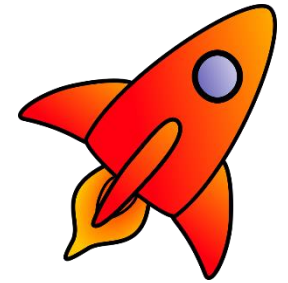
**Discovery (weeks 2 – 6)**  
Research to find out what people need, context, current process



**Alpha Testing (weeks 7 – 8)**  
Build ideas that respond to needs and test concepts iteratively



**Beta (weeks 9 -10)**  
Public or closed testing at scale preparing for live launch



**Live (week 11)**  
Fully launched with performance reviews in place for continuous improvement

OUTCOMES  
OUTPUTS

Outcomes & aims agreed  
As-Is and To-Be Process diagrams

An understanding of research insights

End-to-End Future Service Blueprint

Business Solution Design Document (Technical Spec)

An improved service for all users (front and back office)

Phase 1

Phase 2

Phase 3



**Havering**  
LONDON BOROUGH

# Programme Milestones & Timeline

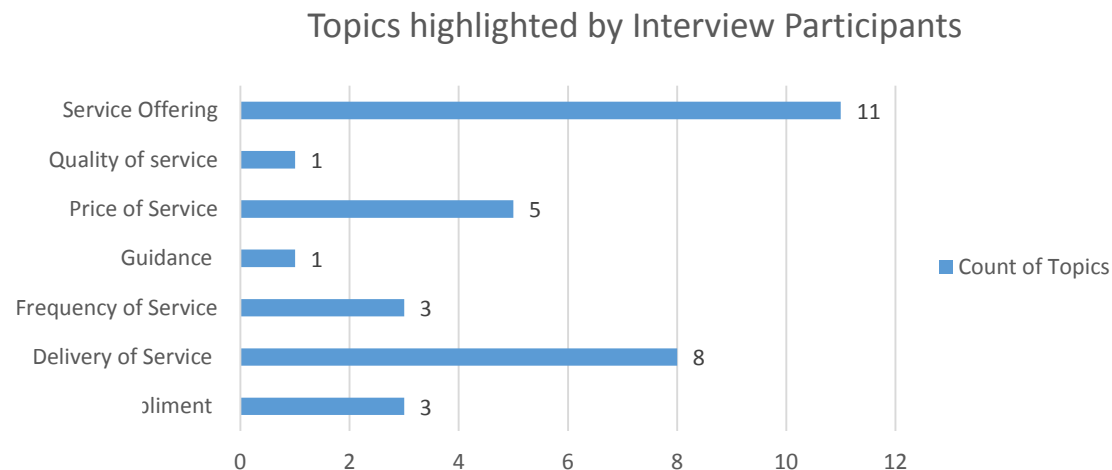
2020

2023



# Green Waste Overview

- Completed Phase 1 – “As Is” analysis
  - **Understand** how the service currently works.
  - **Conducted** “user research” receiving around **286** responses from residents.
  - **Spoken** with 8 residents in an informal interview format to hear their first hand experience of the service.
  - **Combined** with extensive internal knowledge has allowed us to develop a detailed picture of the Green Waste service.





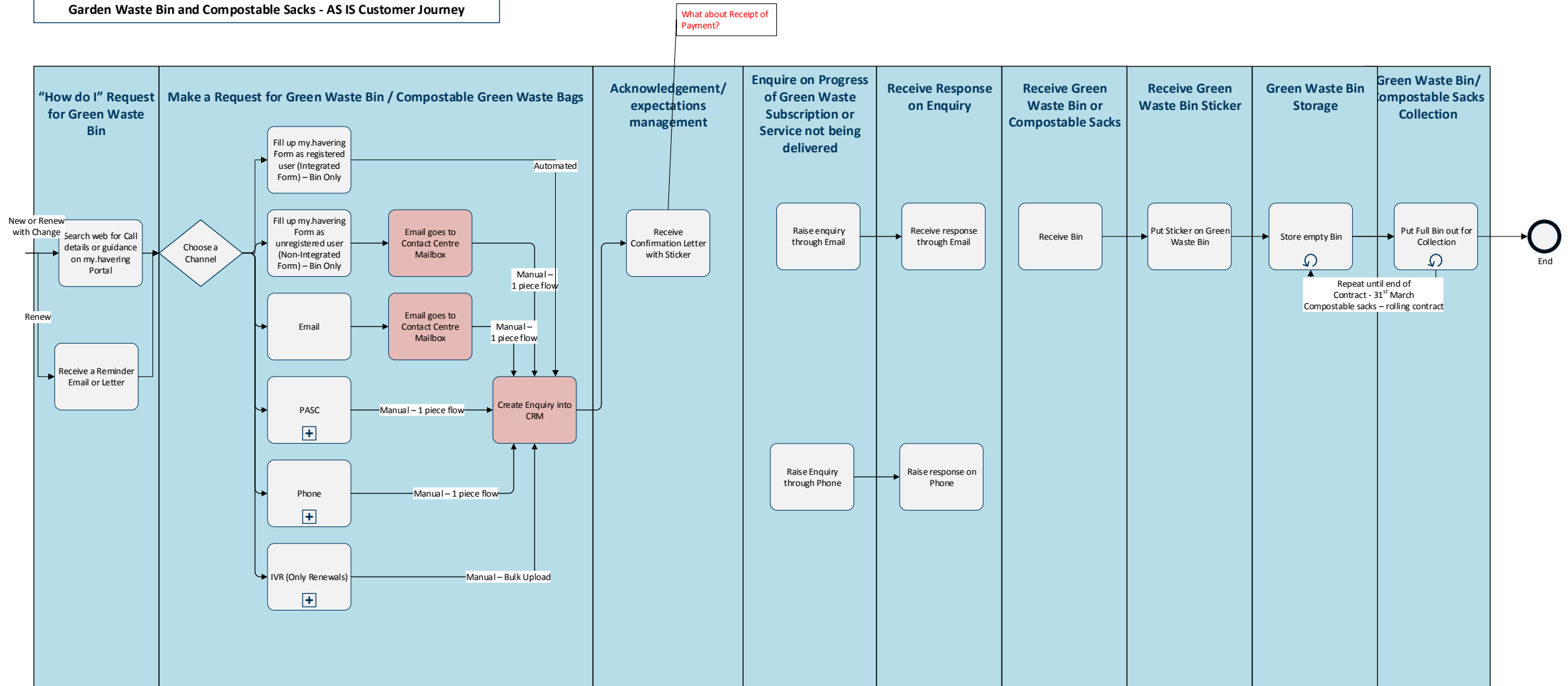
# Designing the Future Service

- We are now working through the “Problem Solving” phase.
- We’ve listened to a wide range of feedback from a number of internal and external sources.
- Addressing issues with the service;
  - Any shortfall in the online offering (inability to order compostable sacks, self service for updating personal details or number of bins etc.)
  - Payment Terms (Lack of direct debit offering, no refunds, pro-rata payments
  - Disparity between the front and back office systems- leading to disjointed customer experience.



# Process Walkthrough ( As Is)

## Garden Waste Bin and Compostable Sacks - AS IS Customer Journey



### Legend



# Benefits – Green Garden Waste

- Resident centric approach is essential to improving processes, we provided residents with the opportunity to have a voice in their garden waste service, listening to feedback and acting upon it.
- Where possible automating manual tasks and functions thereby freeing up time to utilise officers more effectively, raising resident satisfaction.
- Reduced carbon footprint, shifting to online or email as opposed to paper based.



# Feedback and Comments Received

*"We wanted to subscribe for the first time but were told we'd have to pay a full year's fee for subscribing for 9 months so decided against it and to wait until the next cycle of payment is due. Are there plans to charge pro-rata or perhaps monthly?"*

*"The service is also perceived as fairly expensive, especially since money can be made from the compost derived from the waste."*

*"Very pleased that the service has continued during the COVID-19 pandemic. We recommended it to friends who moved to Havering in 2019. Thank you."*

*"Overall it is a very good service but has increased in price considerably for Senior Citizens in recent years. Please don't price us out of this facility. We are the ones least likely to be able to make personal journeys to 'The Tip' and we wouldn't dream of fly-tipping!"*

*"Our green waste service is very good, however I do think we'd benefit from more collections in the summer and less in the winter. Maybe weekly summer and monthly winter?"*

# Thank you

- We greatly appreciate your time – thank you.
- Do you have any questions or comments?