

Adapt To Optimise Engagement

Getting to know Wilf



Walsall Council



IMPROVE
outcomes and
customer experience



IMPROVE
employee satisfaction
and engagement



IMPROVE
service efficiency
and performance

Meet Wilf



- 67 years old
- Retired from his job as a hospital porter due to ill health
- Lives on his own
- Volunteers at his local foodbank
- Limited online access

Getting to know Wilf

Vintage Value



Elderly people with limited pension income, mostly living alone

Key Features

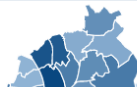
- Retired singles
- Council/HA tenants
- No qualifications
- Low discretionary income
- Low-tech households

£ 8,000
Household Income

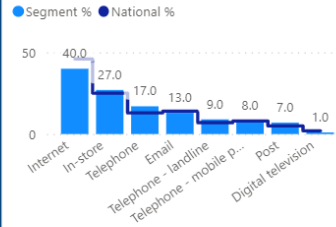
66+
Age Band

Communication Traits

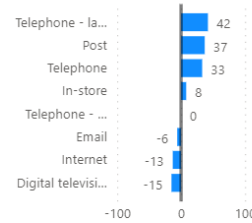
- Uncomfortable using ...
Key Comms Behaviour
- Not very internet savvy
Internet Saviness
- Weather forecasts
Information
- Social club
Where in Walsall



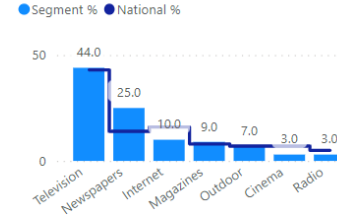
Means (%)



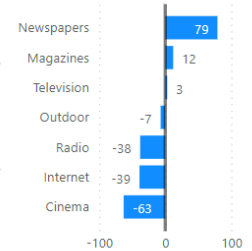
Index (-100 to 100)



Means (%)

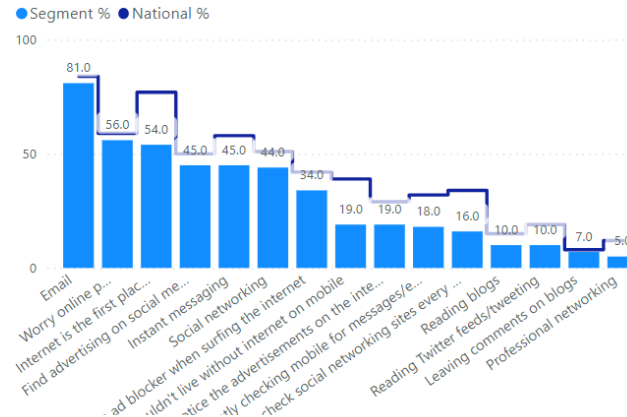


Index (-100 to 100)



What is this Segment's Internet Communication Behaviour?

Means (%)



Index (-100 to 100)

Variable	% Diff. to National
Email	-3
Worry online personal information not secure	-5
Find advertising on social media intrusive	-11
Social networking	-13
Leaving comments on blogs	-16
Use an ad blocker when surfing the internet	-20
Instant messaging	-23
Internet is the first place to look for information	-30
Reading blogs	-33
Often notice the advertisements on the internet	-35
Constantly checking mobile for messages/emails	-43
Reading Twitter feeds/tweeting	-47
Couldn't live without internet on mobile	-52



Meet Wilf's family

- Wilf's daughter, Kelly, is 38
- Married with 3 children
- Her home is rented from a Housing Association
- She has two part time jobs
- Kelly has a smart phone and her family has a smart TV



Getting to know Kelly

Social Segment:

Family Basics



Families with limited resources who budget to make ends meet

Key Features

- Families with lots of children
- Council/HA tenants
- Low discretionary income
- Low affluence
- Internet via smartphone

£ 25,500
Household Income

36-45
Age Band

Communication Traits

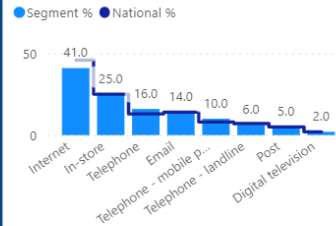
Need to check social n...
Key Comms Behaviour

Very internet savvy
Internet Saviness

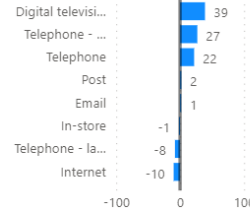
Where in Walsall

What is this Segment's most likely Response Channel?

Means (%)

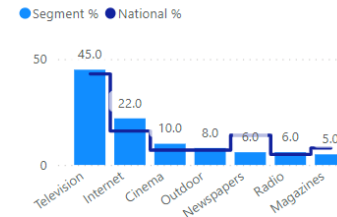


Index (-100 to 100)

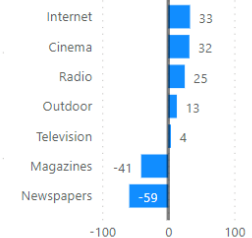


Where is this Segment most likely to notice adverts?

Means (%)

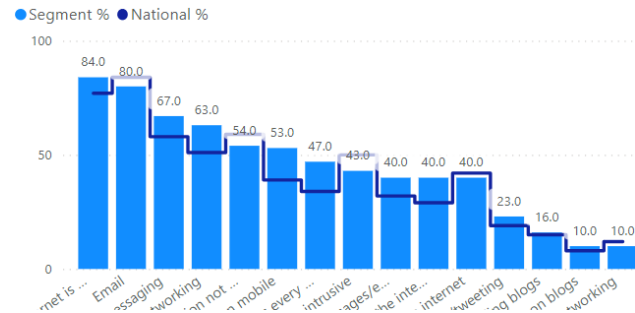


Index (-100 to 100)



What is this Segment's Internet Communication Behaviour?

Means (%)



Index (-100 to 100)

Variable	% Diff. to National
Need to check social networking sites every day	37
Often notice the advertisements on the internet	37
Couldn't live without internet on mobile	36
Constantly checking mobile for messages/emails	25
Social networking	23
Reading Twitter feeds/tweeting	20
Leaving comments on blogs	19
Instant messaging	15
Internet is the first place to look for information	9
Reading blogs	1

Connecting with both Wilf & Kelly

How do we adapt our approach to recognise the differences between Wilf and Kelly whilst at the same time remaining consistent with our tone and messages?



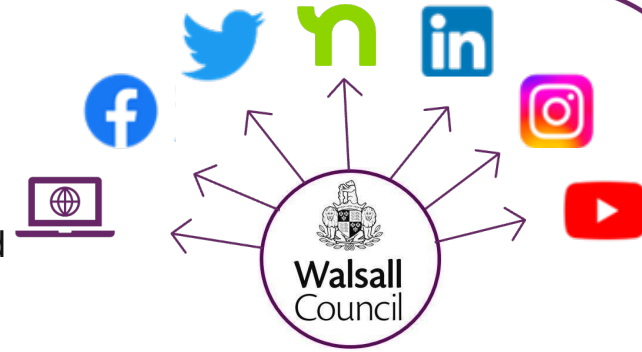
- Wilf catches the bus to the town centre once a week
- He claims Household Support funding
- Wilf visits his local library every Wednesday

- Kelly's children receive free school meals
- She drives to work on Council-maintained roads
- Kelly's children have swimming lessons at the local pool every Friday



Walsall Council's digital strategy

- Our two priorities – **Digital First & Customer Focussed** - are combined into a single strategy that is constantly reviewed and updated
- Establishing ourselves across a variety of channels, we have created a diverse range of opportunities for residents to engage with us.
- Each channel serves a different purpose, caters to different demographics and is based on evidence from audience insight.
- This allows residents to drive the conversations in the most efficient and convenient way for them.
- The Council enables those who aren't digitally able to access services close to home in one of 26 Walsall Connected centres



Learning from the pandemic

We know that communities came together during the pandemic online and offline:

- UK adults spent an average of 4 hours online everyday
- Users of Tiktok more than doubled in just 3 months
- The Nextdoor App grew by 80% at the peak of the lockdown
- Online community groups became much more active



In Walsall we found that when it came to vaccination campaigns and throughout the cost of living crisis, the influence of testimonies and personal recommendations and endorsements also grew significantly

Building a trusted relationship

The challenge we face – Every interaction we have with our residents differs depending on which service they contact. The Council provides a wide range of services from pot holes to parks, from bin collections to residential care

*To build a trusting relationship with our residents we **MUST** ensure a consistent journey from A to B*

We do this by:

- Building a consistent brand and approach
- Developing of a 'tone of voice' to ensure a consistent approach to all conversations – both online & offline
- Educating our staff on the importance of brand
- Driving our sub brands more consistently by building a brand house



Our brand journey is an evolution, not a revolution

Cutting through the noise

How do we make an impact? How do we decide which channels to invest most into and how do we continue to value the human touch?



Accuracy: Ensure the information we are providing is accurate, authentic and consistent.



Tone matters: Our residents expect the same treatment & experience, no matter who is on the other end of the conversation.



Channel-specific content: Though consistency is key, we must strategically optimise our content to suit the platform and its demographics.



Evidence-based: The strategy is built around what we know about our audiences. Channels will change with audience behaviours

By joining these together both Wilf & Kelly will have an improved customer experience



PROUD OF OUR **PAST**, OUR **PRESENT** AND FOR OUR **FUTURE**



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