

Level	Tier	Scope
Service	District, Unitary	Waste Services



Customer focused communications

Characteristic(s) / CSF(s):
 Use of Data & Intelligence
 Use of Digital Technology

"A good service, well done"
 "All very good"
 "Gritter topic is useful"
 "I'm very grateful for your reminders"
 "I like the updates, I have mental health problems, this causes me to be forgetful, with updates I can be reminded of bin collection to ensure I can get the bin out in time and which bin I need to put out."
 "Perfect as it is!"
 "Bin collection email works and is very useful."
 "Your information is excellent"
 "In my opinion it's perfect"
 "Think it's great well done"



Problem and Approach

- This service led innovation came about due to the large volumes of calls to customer services about missed bins. Wrexham decided to tackle this issue by using communications and technology.
- Targeted email bulletins especially designed to remind people which bins to put out and explain what materials they could and couldn't recycle were produced. The bulletins were easy for people to subscribe to and utilised a 'tell us once' approach.

Outcomes

- Improvements have been seen already and a genuine organisation challenge has been resolved through using technology. Calls about Missed Bins were reduced by 48%.

<https://www.local.gov.uk/wrexham-county-borough-council-customer-focused-communications-using-technology-support-our>



The public sector transformation partner