

# AIMS

- Better understanding and relationships with customers
- Review how we communicate with customers and them with us
- Progress 'Channel Shift' where beneficial to customers needs
- Use business improvement to tailor services to customer needs

## HOW

### Understanding your customers

- Customer insight
- Communications with customers
- Web development

### Ensuring services designed from customer perspective

- 'Better not Busier' programme
- Service transformation

### Customer relationships and 2 way feedback

- Govmetric
- Complaints and compliments
- Shops and Hub

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