

## **Broad Customer Segments in Brighton & Hove**

### **1. Overview**

Mosaic is a national profile that defines households within 11 different Groups; each group has different characteristics and lifestyle preferences. Groups are broken down into more detail using 61 further types. This analysis uses the Groups at postcode level; describing all households within a postcode area as the most common Group. It provides a strategic overview and picture about residents.

As part of our customer insight analysis profiles have been run for residents in Brighton & Hove and for high volume council services with transactional activity. From this, three broad segments of customers can be clustered together which provide an understanding about their contact with the council and allows some conclusions to be made about the direction of travel for future access channels in services. This is presented in the table overleaf.

# Improving the Customer Experience, Appendix 1

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### 2. Broad Customer Segments in Brighton & Hove

receptive to personal contact receptive to telephone contact receptive to the internet

i. Customers with high levels of contact (44%)	
<p><b>Educated, young single people living in areas of transient populations</b></p> <p> </p>	<p>Brighton &amp; Hove is characterised by educated young single people and this group hits all council services, it features highly in the Parking caseload as they live in the central Parking Zone and also the Benefits caseload as many rent housing privately. This group lead busy lives and are organised so have a preference to self serve and use internet services. This segment also includes a group that live centrally but are less successful and receive a high level of support from the council. They consume services sequentially, one after another and if there is a problem in one service area it can often affect other areas. Once in the system their contact with services is usually characterised by trying to resolve problems.</p> <p><b>Direction</b></p> <p>Both groups are keen to get transactions resolved quickly and efficiently with minimum impact, so a move to telephone access and self-service is the most appropriate. Self service through web-enabling can also be an aspiration for 'people with uncertain employment in deprived areas' as the largest sub type in Brighton &amp; Hove are receptive to the internet and it offers opportunities to link with the digital inclusion agenda. Given the complexity of some of the services these groups come into contact with, some face to face contact will need to be retained for in-depth queries and this should be provided on a first contact resolution basis.</p>
<p><b>People with uncertain employment in deprived areas</b></p> <p></p>	<p>Both groups are keen to get transactions resolved quickly and efficiently with minimum impact, so a move to telephone access and self-service is the most appropriate. Self service through web-enabling can also be an aspiration for 'people with uncertain employment in deprived areas' as the largest sub type in Brighton &amp; Hove are receptive to the internet and it offers opportunities to link with the digital inclusion agenda. Given the complexity of some of the services these groups come into contact with, some face to face contact will need to be retained for in-depth queries and this should be provided on a first contact resolution basis.</p>
ii. Customers with lower incomes and ongoing interaction (13%)	
<p><b>Low income families living in estate based social housing</b></p> <p> </p>	<p>This segment is predominantly a mix of settled families living in areas of social housing, although many are council tenants it includes those that have bought under right to buy. They have regular contact with the council, notably Housing Management, together with Benefits (in the region of 70% receive HB/CTB) and family focused services through the Children's &amp; Young Peoples Trust and some from Adult Social Care. Currently these services are offered disparately through different access points and we need to seek greater coherence and co-location at a community level to help customers navigate through and between services.</p> <p><b>Direction</b></p> <p>A general move to telephone access would meet this segment's need for personal contact; services should aspire to resolve queries first time thus avoiding the need to follow up with a visit. 'Older people living in social housing' are mostly sheltered tenants living in blocks and their preference for face to face personal contact can be met on site. Community Contact Points may also be an opportunity offer face to face support in the short term, and offer assistance as more services become web-enabled support to self serve again linking to social inclusion aims.</p>
<p><b>Upwardly mobile families living in homes bought from social landlords</b></p> <p> </p>	
<p><b>Older people living in Social Housing with high care needs</b></p> <p></p>	
iii. Customers with less contact (43%)	
<p><b>Independent older people with relatively active lifestyles</b></p> <p> </p>	<p>Customers in this segment are fairly successful and tend to have comfortable lives, so have comparatively less contact with the council other than key transactional services. They consume services in an episodic manner as events happen, for example, planned changes like children moving through schools; or reacting to council requests (electoral registration, council tax bills, parking renewals) or if things go wrong, like missed bin collections. Their expectations are relatively high and they want their contact to be easy and efficient. For three of the groups in this segment, we can improve their experience by offering</p>
<p><b>Close knit inner city and manufacturing town communities</b></p> <p> </p>	

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<p><b>Younger families living in newer homes</b></p> 	<p>straightforward and easy access and using electronic service delivery through the telephone or web. The '<i>independent older people</i>' group and the '<i>close knit inner city communities</i>' groups within the segment have less of an overall preference for using services on the web, although there are types that are open to web access and this is likely to increase over the next few years. For '<i>independent older people</i>' the beginning and end of transactions are particularly important, as their circumstances don't have many changes and this lends itself to personal contact either by a telephone service or face to face provision.</p> <p><b>Direction</b></p> <p>A general move to self-service, using web transactions to provide straightforward transparent services, for groups that will use this channel. For the other groups, efficient and effective personal contact from services is needed when entering or ending services.</p>
<p><b>Older families living in suburbia</b></p> 	
<p><b>Career professionals living in sought after locations</b></p> 	

Source: Mosaic Public Sector Profile 2007

