

Case study: Concession Bus Pass customer segmentation
Client: Customer Support Services, Cornwall Council

Brief

To understand the likely digital behaviours and preferences of people applying for Concession Bus Passes in Cornwall using CACI Acorn customer segmentation data. This evidence will be used for planning digital engagement that will lead to an increase in digital transactions with this group, without compromising customer satisfaction.

Background

Over 12,000 people apply for Concession Bus Passes in Cornwall a year. At the time of The Data Refinery's commission, these applications were handled by phone, face to face and by post. With increased use of digital devices, and the significantly lower cost of online transactions compared to all other methods (online is approximately 1% of the cost of face to face), the Council wanted to design and target an online Blue Badge application process. However, for the team and councillors to understand the viability of this online project, more evidence was needed on the level of digital skills, and preference for online among this customer group.

Solution and project outputs

An infographic-based profile that would be suitable to use across all audiences including senior managers and councillors, including:

- Profile of elderly and disabled applicants, including types of customers that are most numerous and also over-represented compared to the general Cornwall population
- Analysis of likely internet usage, digital attitudes and marketing preferences
- Estimate of potential online applicants a year
- Pen portraits of the customer types with the highest potential for online applications

Client testimony

“ Kathryn is professional and effective, and quickly understood the brief and the political context of the project. Our customer records required a great deal of skill to analyse due to their scale and inherited systems; Kathryn maintained a positive and determined attitude to overcoming these challenges, and produced visually appealing outputs that allows all customers, staff and residents to understand the data.”

– Debbie Fox, Contact Centre and Channel Optimisation Manager

Skills and knowledge demonstrated

- Vision, advice and constructive challenge on project objectives and outcomes
- Problem solving, particularly with regard to data cleansing of large and non-standardised personal data
- Attention to detail and ability to channel the detail into higher level messages
- Creation of simple and visual methods of communicating data
- Ability to work in a team to deliver a project

Other potential applications of this approach

Profiling other customer applicants to design and promote online contact for services such as:

- Garden waste permits
- Business rates
- Council tax discounts or amendments
- Free school meals
- Housing benefit
- Parking permits