

# Customer Insight

Governance Committee  
17<sup>th</sup> November 2009

# Customer Insight

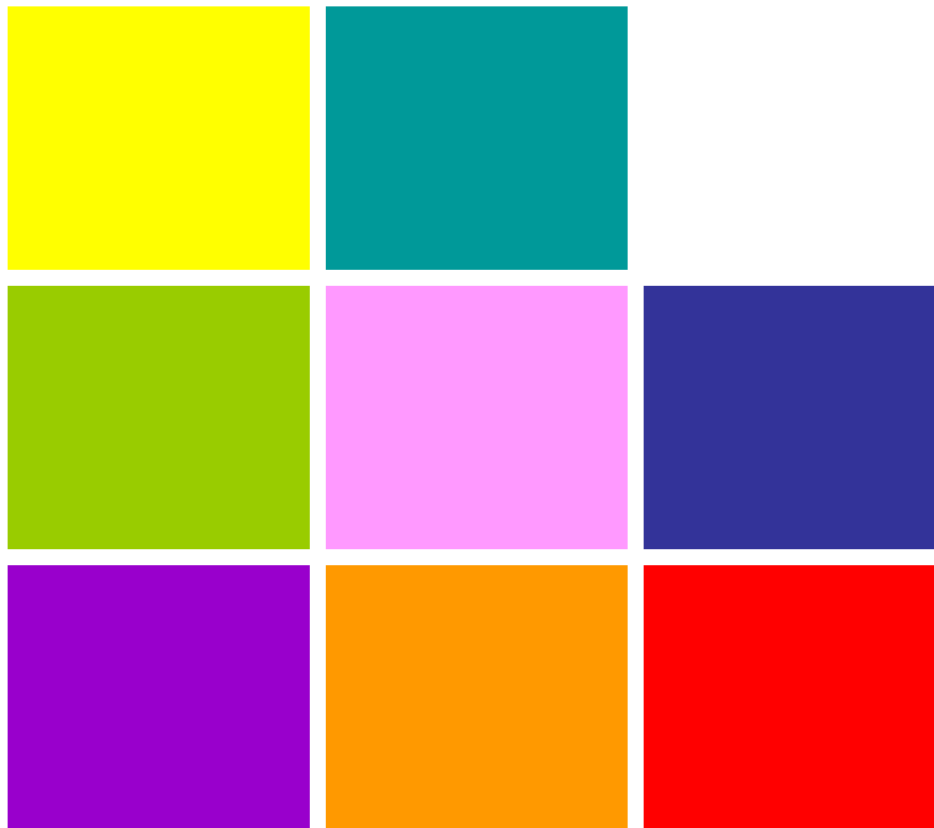
- make links to The Place Survey
- tell you about the Mosaic Social Profiling Tool



# Improving Satisfaction

- National analysis of the Place Survey results generally shows if a council communicates well then it is more likely to be rated well
- different customers have different experiences and expectations
- need to understand customers, their needs and preferences
- Mosaic helps us do this

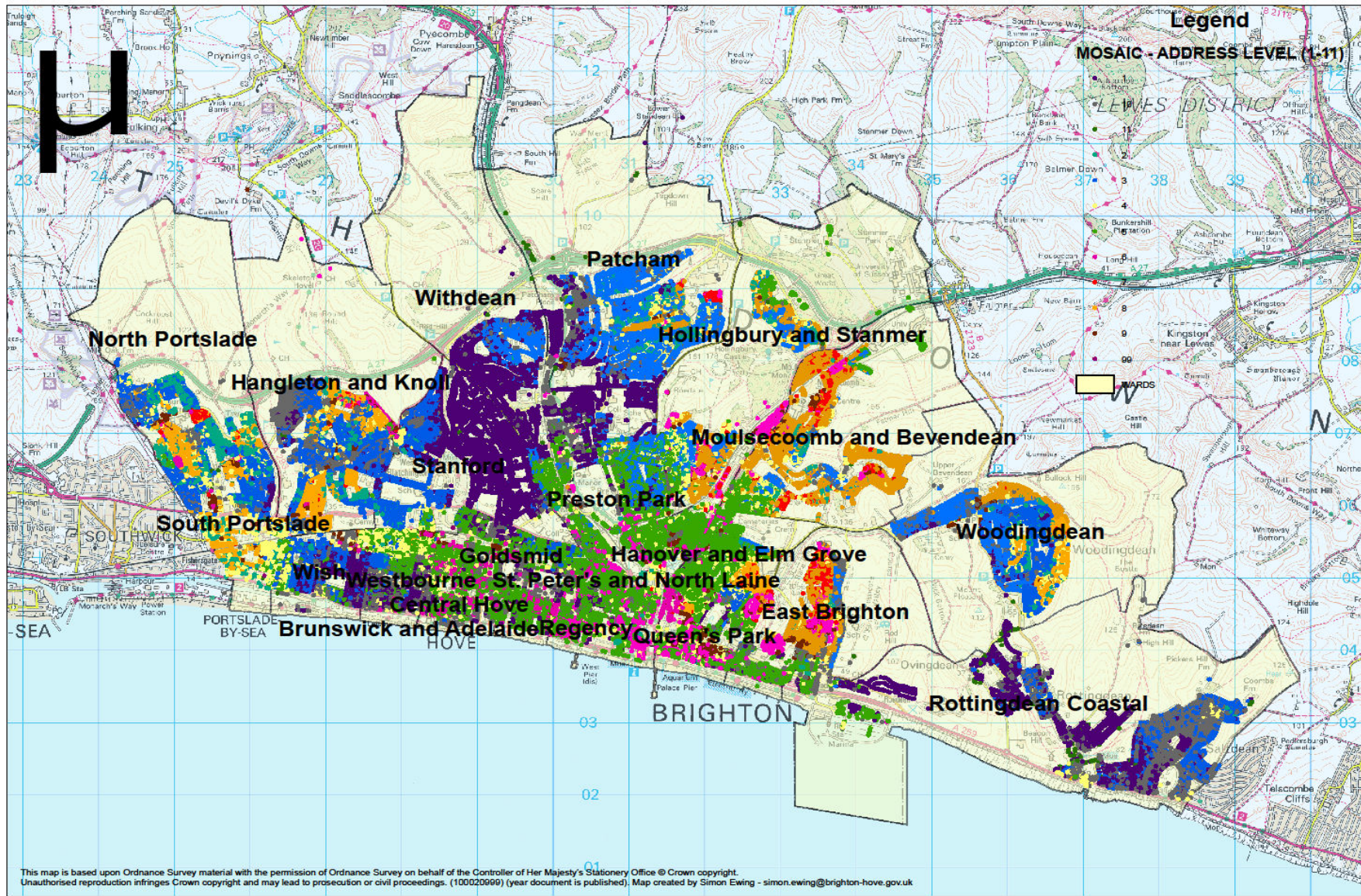
# Mosaic Public Sector



- national model of common behaviour and social habits
- guide to what types of people live and where
- Customer Segmentation tool
- uses over 400 data sources
- 11 lifestyle groups
- 61 lifestyle types



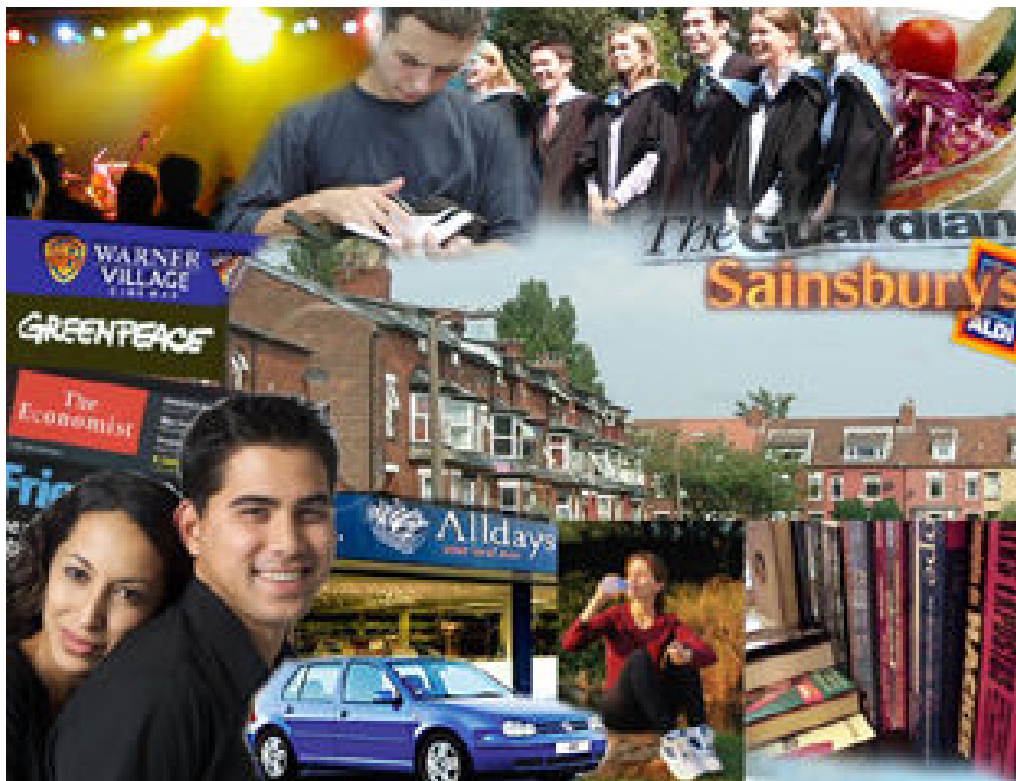
**MOSAIC CODES (1-11) BY ADDRESS and WARD - BRIGHTON & HOVE - WITH UNCLASSIFIED**



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## Educated young people living in areas of transient populations



- 34%: 41,575 households
- Young singles / couples
- Few children
- Well educated
- Full time students
- Professionals
- Open minded
- Cosmopolitan tastes
- Good diet & health
- Cultural variety
- Concentrated in city centre wards

# Independent older people with relatively active lifestyles



- 14%: 36,399 households
- Pensioners
- Relocated on retirement
- Own their own homes
- Index linked pensions
- Significant capital
- Active
- Good health & diet
- HES emergencies
- Prefer face-to face services

# Older families living in suburbia



- 13.5%: 35,050 households
- Married Couples
- Older Children
- White collar workers
- Hardworking
- Self-reliant
- Comfortable homes
- Plan for retirement
- Good place to live
- Environmental Charities



# People with uncertain employment in deprived areas



- 9% 23,615 households
- Families
- Many young children;
- Low incomes
- Free school meals
- High deprivation
- Council housing;
- Public transport;
- Heavy watchers of TV;
- Heavy drinkers / smokers

## Satisfaction with the way BHCC runs things

	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>Neither</i>
Educated young single people living in areas of transient population (34%)	42%	24%	34%
Independent older people with relatively active lifestyles (15%)	49%	20%	30%
Older Families living in suburbia (13.5%)	44%	18%	39%
People living with uncertain employment living in deprived areas (10%)	42%	20%	38%

Source: Profile of 2210 respondents to Q11, The Place Survey 2008

# A good understanding of the customer will help us

make the council relevant to different groups

- help with marketing and branding
- respond to different customers needs
- deliver services in a way that customers want
- help to provide services in a consistent way
- focus our resources in areas that matter

All of this will help to

- increase customer satisfaction with the council

# Contacts

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