



GOALS 2.1 & 2.2

**IMPROVE USER EXPERIENCE,
QUALITY AND EFFICIENCY &
NEW SERVICES TO INCREASE
ADDED VALUE TO BUSINESSES**

TIMELINE

July 2020 to December 2024

INVESTMENT

EUR 720 thousand

STAFF INVOLVED

16.4 FTEs¹

MOST IMPACTED CAPITAL²

Organisational

MOST IMPACTED STAKEHOLDERS

Staff/Users

¹ Full-time equivalent.

² As part of an integrated thinking approach, in 2016 the Office adopted the Five Capitals Value Creation Model (human, organisational, relational, economic & environmental).

CUSTOMER FOCUS

The purpose of the project is to develop the necessary **training** for the Office staff; to implement the development, trial and assessment of **feasibility study and pilots** on **user segmentation** (revision of processes, templates and other support tools); and to create a roadmap on **recommended actions** based on the feasibility study and pilots. The user segmentation will be delivered within the Customer Success Solutions project under the same programme.

The Office's strategic evolution requires that all staff is aware and prepared to understand and adapt to **customers' demands**, based on the identification of **customers' needs and behaviours**. This project will define and provide **advanced customer-centric solutions** adapted to specific segments of customers. It will strive to improve customer satisfaction while increasing staff engagement.

EXPECTED BENEFITS

- Increased staff satisfaction and engagement
- More straight-through cases as a result of fewer deficiency letters being issued
- Increased user overall satisfaction