



GOALS 2.1 & 2.2

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

PROJECT MANAGER

Petra Charuzová

TIMELINE

July 2020 to December 2024

INVESTMENT

EUR 604 500

STAFF INVOLVED

14.1 Full-time Equivalent (FTEs)

MOST IMPACTED CAPITAL¹

Organisational

MOST IMPACTED STAKEHOLDERS

Staff/Users

¹ 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 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 due to less deficiency letters issued
- Increased user overall satisfaction