

Customer Advisory Programme

A newsletter for our Customer Community

July, 2018



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Inaugural Community Conference

Connecting Our Community

June 28 marked the first step towards building a strong customer community. The sexual violence, serious injury and older person's panels all came together for a community hui.

Wellington put on a beautiful day as the three panels came together for the first time at Te Papa museum.

Our Maori and Cultural Capability team opened the day with a beautiful Whakataua with responses on behalf of the Customer Advisory Panels coming from Jenny Manuera (Sexual Violence) and Anaru Fraser (Serious Injury).

Our Chief Executive Officer, Scott Pickering, updated us as to where ACC is in its transformation journey and his hopes for the Customer Advisory Programme.

As ACC transforms to a truly 21st Century organisation it must be properly equipped to fully utilise the tools of the Digital Age. Society is always changing and ACC needed to keep up with that change to stay relevant. By listening to New Zealanders, we have updated and simplified some of our processes. For example, **automated text alerts** to remind clients to renew their medical certificates before their weekly compensation payments stop.

Successful transformation for ACC isn't just about new IT systems, it's about ensuring the organisation can consistently deliver the right services, in the right way at the right time. The Customer Advisory Programme plays a key role in this.



At the Conference ACC's CEO Scott Pickering said, *"We need to be able to better access a cross-section of New Zealanders like yourselves where ideas can be tested; feedback provided, listened to and acted upon, and have robust conversations about the way ahead. That's my hope for the panels and the conversations we will have. It isn't about formal meetings. It will be the more regular conversations and engagement that occurs in between meetings that I believe will provide the most benefit."*

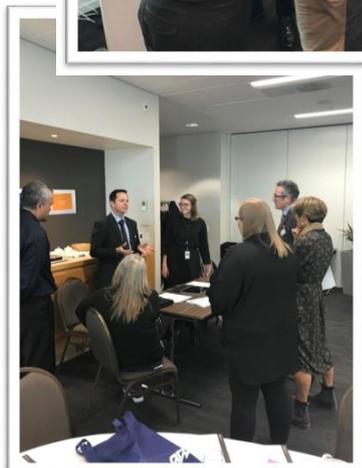
Stronger Systems Roadshows

The Customer Advisory Programme is just one part of a new stronger customer insights system designed to gather and analyse all types of customer feedback.

Experience Design: To create a better customer experience, we leverage all the collective insight from our wider team and across the organisation (quarterly survey results, data insights, social media, complaints, Heartbeat feedback, co-design and our Customer Advisory Panels) This helps us determine key themes which require our attention.

Data Analytics: One of the many things we can do with data is use predictive analytics to identify people at most risk of having an injury. For example, in the world of Gym and Fitness we determined the 36% of 1000 clients who had an injury went onto have a similar injury within 12 months. Combining this with insights from our Research and Customer Centred Design teams we can better understand these clients, and the root cause of their injury, and develop targeted injury prevention programmes.

Heartbeat: is our new customer experience management system which will help ACC to take immediate, coordinated action to address issues as they occur at key interaction points in a customer's journey. It will also enable us to monitor trends affecting customer experience.



Jo Millar

Chair Health National Advisory Group
Grey Power

7d

Great idea to have a trade show. Very good way to ask questions without holding up the whole meeting process. Really informative

6 Likes • 1 Comment



Like



Comment



Research: We manage ACC's strategic survey programme for four key customer groups; managed clients, business customers, healthcare providers and the public. We provide analysis, reporting and commentary on key supporting the Customer Insights team identify opportunities for improvement.

Customer Centred Design: Is a methodology to gain a deep understanding of the problems and realities of the people we are designing for. As a team, we conduct field research using methods like in-home interviews, make sense of what we hear, ideate & prototype solutions to the needs we find. The team works on a range of complex problems across service, communications, intervention, product, and system contexts. Empathy is core to what we do as an innovative unit in the business.

Scheme Advisory Panel The Scheme Advisory Panel is jointly run with the Ministry of Business, Innovation and Employment. The Panel will contribute to the development of ACC policy, and will identify systemic issues within the Scheme.

Legal Representatives Panel The Legal Representatives Panel will positively contribute to the administration of the disputes resolution process. They will develop a shared understanding with ACC of claimant pain points and provide input into designing solutions.

Maori & Cultural Capability: In late June, we hit the road facilitating six full day hui with ACC Maori staff in Wellington, Whanganui, Hamilton, Auckland, Christchurch and Dunedin. These hui were undertaken to consult directly with Maori staff about ACC's Maori strategy Whaia te Tika. In addition to this we were able to gather insight from staff about Maori access to the scheme and we will be continuing this work by establishing a Maori Advisory Panel.

Injury Prevention Roadshows

Over the coming year, the Customer Advisory Programme will be working with our partners in Injury Prevention (IP) to help ensure that programmes and initiatives reduce the incidence and severity of injury across New Zealand.

Community, Violence, Sport and Falls

While we couldn't bring all of our IP teams along to our conference, we were lucky enough to welcome representatives of Community, Violence, Sport and Falls which are just a few of the teams working hard to prevent injuries to New Zealanders.

Falls: Older people make a valuable contribution to our whanau, communities and societies. We know that there will be a significant growth in the population of over 65's in the next 20 years & that falls are the most common injury for this population. Preventing falls is key in helping older people to stay well and independent at home.

Perhaps the best-known partnership in this space is the Live Stronger For Longer programme which comes under the umbrella of the older person's action plan.



Violence: The initiatives are designed to prevent and reduce injuries and harm from sexual violence, family violence and intentional injuries in New Zealand. We seek to help the community and, in particular, children and young people (25 and under) experience safe, healthy and respectful relationships. We support several initiatives, both as the lead agency and in support of other government and external agencies.

Community: We work with community partners to deliver injury prevention across five priority areas – Falls, Sport, Roads, Violence and Community (child, alcohol and drug abuse).

We focus on improving the ability of our teams, partners and coalitions to deliver strategies and programmes in New Zealand's regions. We develop programmes that work across the IP portfolios including:

- reducing injuries caused by the harmful consumption of alcohol and drugs
- unintentional injuries to children under the age of fifteen
- road partnerships and initiatives.

Sport: We want New Zealanders to live active lifestyles by remaining injury free. By partnering with experts in sport and recreation, we work to reduce the incidence and severity of sports injuries and educate people about how they can perform at their individual best.



A highlight for us is our partnership with Paralympics New Zealand which gives us an opportunity to inspire clients of all abilities, via fantastic Paralympic role models.

We also promote ACC SportSmart to New Zealanders, building awareness of the programme & encouraging all New Zealanders to be active and play to their strengths.

Collaboration Platform

We are working hard with our IT team to find the right platform which will allow us to communicate and work together from across the country.

Connecting our Community on Attendify

As a short-term solution we used the Attendify App which allowed members to communicate before, during and after the conference. It was a great way for people to make connections with each other and put some new faces to new names.

During the conference members used the App to pose some great questions which were put immediately to our panel of senior leaders (Scott Pickering: Chief Executive Officer, Mike Tully: Chief Operating Officer, Emma Powell: Chief Customer Officer and Shaun Easthope: Head of Customer Insights and Experience) This worked so well that we ran out of time to answer all of these questions! The good news is, that we will send answers to everything that was outstanding to our panel members as soon as we can.



Using this Attendify in real time also allowed us an opportunity for a little fun competition, our winners on the day;



Caption This Jo Millar (Older People) “Damn! I left my whistle at home” *you had to hear the accompanying story!!*

Best Question/Suggestion Kiritahi Firmin (ACC) “It would be a good move to incorporate the voices

of our youth in the advisory groups...”

Early Adopter of Technology Debbi Tohill (Sexual Violence)

App MVP Jenn Hooper (Serious Injury)



Why do we want to use this type of technology?

Using mobile and desktop technology (which is compatible with accessibility software) will be important for our panels as it will allow members to;

- communicate as an entire community
- develop discussion forums with the organisation and in their own panels
- collaborate with a co-design look and feel
- allow project work to be done without the need to fly to a central location

Where to from here?

September will be an exciting month as we bring together the Customer Advisory Panels for their first individual panel meetings. This is a great opportunity for our members to spend some more precious time together and to get stuck into prioritising opportunities for change.

Customer Advisory Panel	Date	Location
Older People	19th September 2018	Wellington
Sexual Violence	24th September 2018	Wellington
Serious Injury	27th September 2018	Wellington

As we look ahead to our first individual panel meetings, it's important to us to hear from different communities around the country. We want to hear where we can help to try to improve services and outcomes for New Zealanders, we want to hear your stories. Importantly, we also want to hear the good news stories, we want to know where services and supports have worked well to deliver quality outcomes and how we can build on that.

We want to hear from you, what are the issues affecting your network or community?

To let us know about potential areas for improvement, get in touch with your network representative (most likely the person you received this email from). Alternatively, you can contact the Customer Advisory Programme team.

Customer Advisory Programme:

CustomerAdvioryProgramme@acc.co.nz



If you have a query about your claim or an issue impacting an individual, please contact the case owner in the first instance. Otherwise you can contact ACC on:

General Claim Queries: 0800 101 996

claims@acc.co.nz



Complaints and feedback: 0800 650 222

complaints@acc.co.nz

You can also head to www.acc.co.nz to find more information or click on the "contact us" tab for more contact details.