



Customer Service Leadership & Change

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What is Marketing?

“Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably”

CIM



Marketing is a Corporate Attitude

- Being marketed oriented requires a well developed and deeply rooted corporate philosophy that guides every part of the organisation in all its activities and operations.
- The organisation's ethos should be detected not only in public statements and published material but also in the way people on the switchboard respond to telephone calls.



Marketing is...

- More than what the press office does... it's a long term strategic approach that guides the organisation on order to work towards:
 - gaining buy-in for a long term vision;
 - encouraging the public to participate in their own safety;
 - relationship building with communities, partners and our staff;
 - drive long term communication strategies.



Citizen Focused Policing

“An approach in which an in-depth understanding of the needs and expectations of individuals and local communities is routinely reflected in decision-making, service delivery and practice.”



Citizen Focused Policing

- Vision for Neighbourhood Policing - 10 commitments to the public and to the police service.
- Quality of Service Commitment.



Public choice

- People may not be able to choose which police service they call upon but they can exercise choice.
- Their choice is whether they contact us at all.
- In order to be a citizen focused policing service we need our public's consent, their engagement, and their participation in the delivery policing services.



So how can Marketing Help?

- Marketing can:
 - give a framework and a method for delivery of policing services;
 - provide a greater understanding of communities;
 - enable an effective communication process which results in more engaged and participatory public, staff and partners;
 - aid the delivery of a citizen focused policing service.



Greater Understanding

- In order to *identify, anticipate and satisfy customer requirements we need to develop a greater understanding of communities we serve.*
- We can learn from commercial practices.
- Profiling is a way to develop an improved understanding of our communities as victims, offenders or consumers of our services.



Profiling

- ACORN is part of a family of tools used for profiling UK consumers.
- The ACORN family includes a range of postcode, household and individual level classifications.
- ACORN classifies the whole population in terms general lifestyle and demographic behaviour by way of their postcode



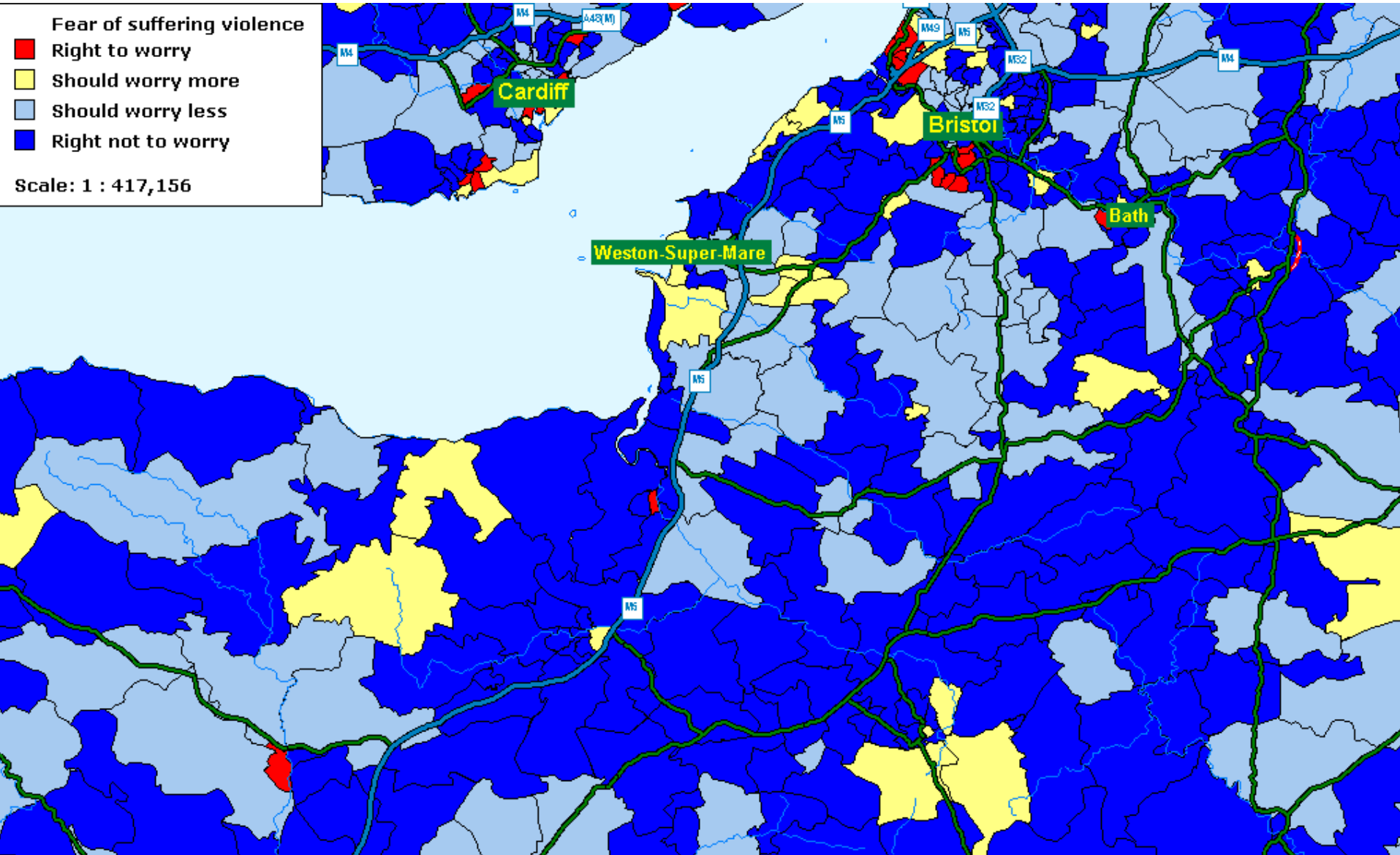
ACORN in Avon and Somerset

ACORN and crime reduction

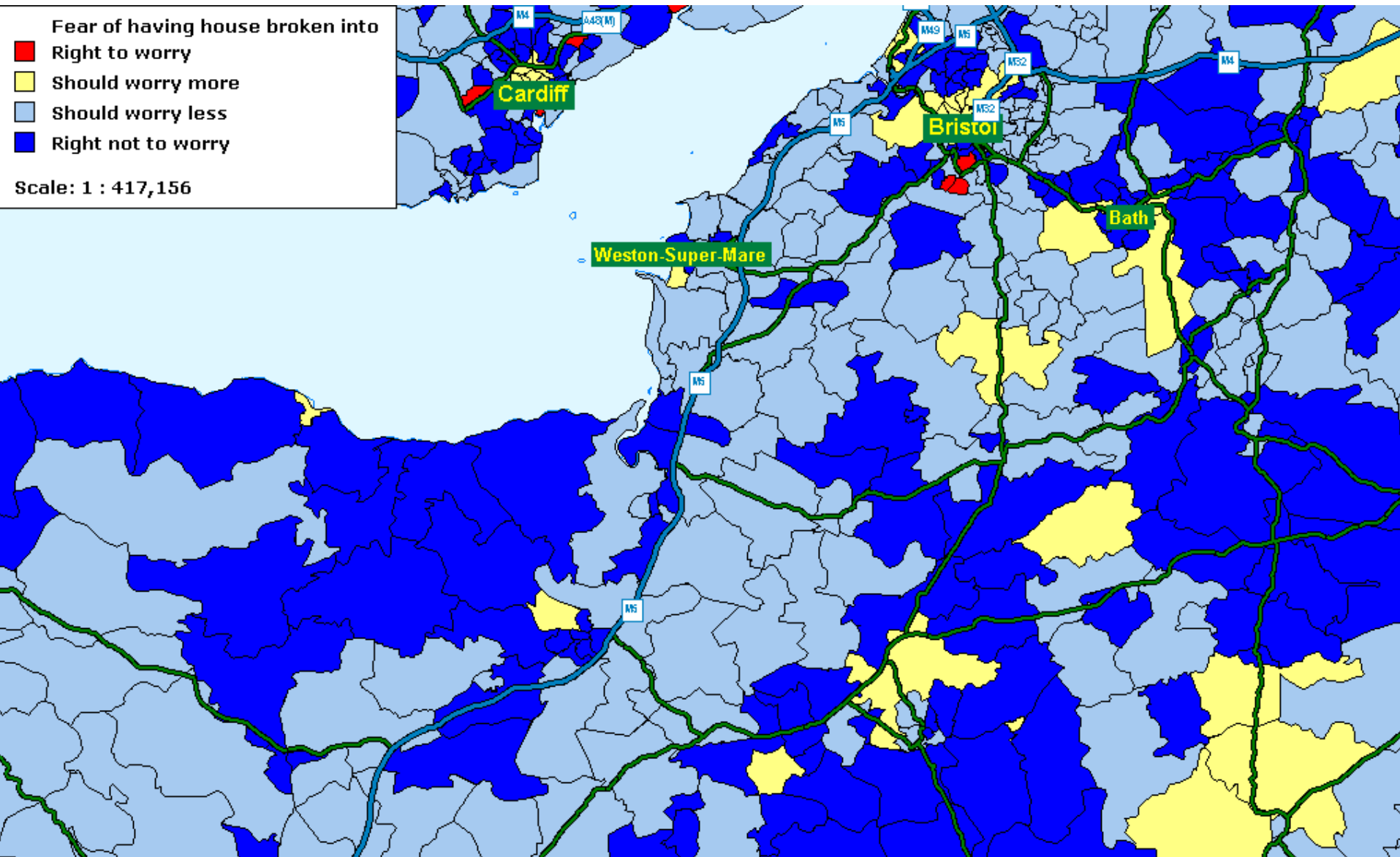
- HHS profile of burglary victims against NHW membership.
- Profile of vulnerable HHS and targeting of the Bobby Van scheme.
- Profile of VAP and domestic violence to understand HHS under reporting



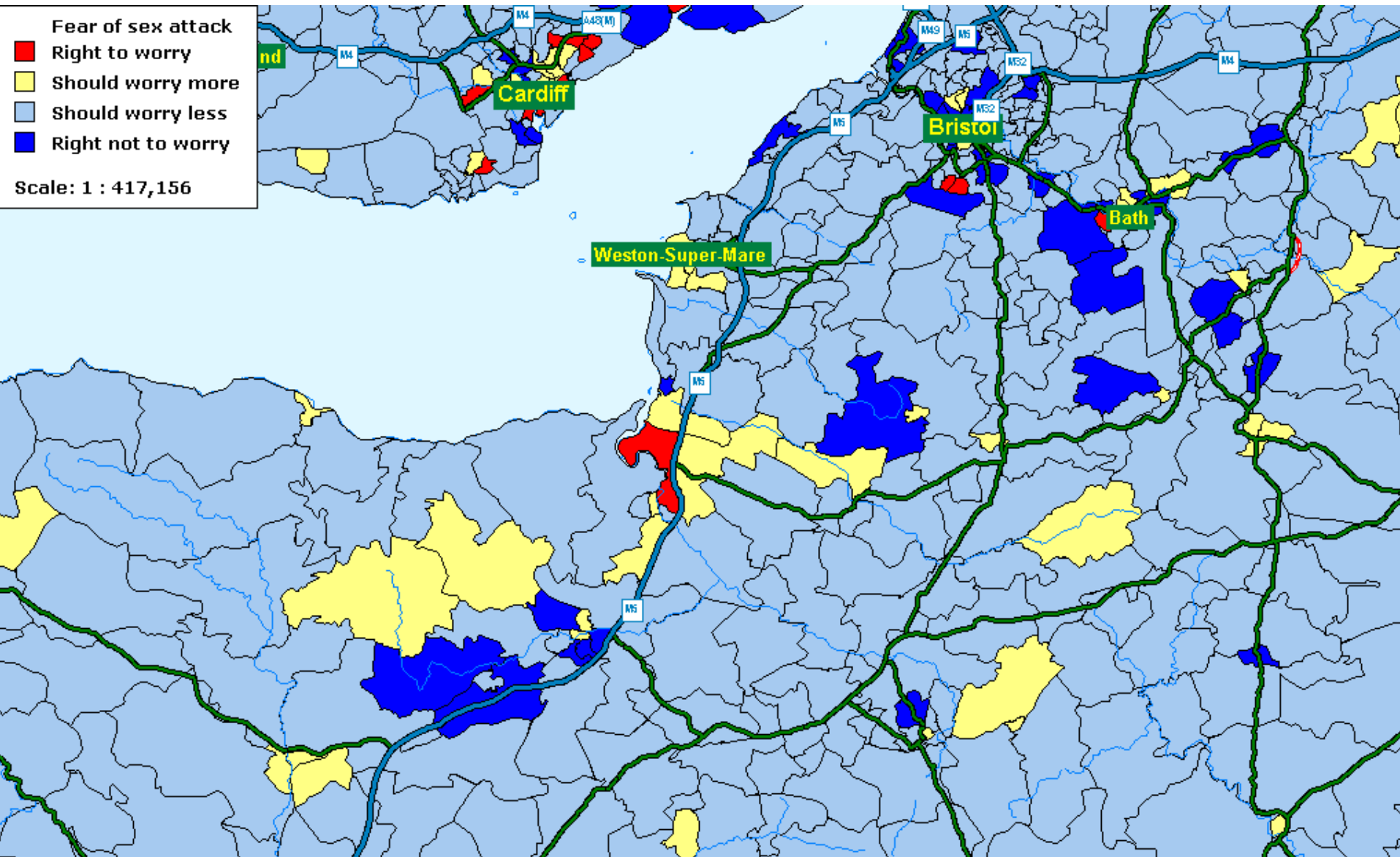
Fear of suffering violence



Fear of burglary



Fear of suffering sex attack



What next?

- We utilise this information in order to deliver a citizen focused policing service by:
 - informing crime analysis in FIB;
 - driving community safety and partnership activity,
 - giving direction to policing resources where appropriate,
 - and better targeting of communication activity.

