



A marketing strategy for the City of Wolverhampton Council

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Marketing defined...

Marketing is the management process which identifies, anticipates and satisfies customer requirements efficiently and effectively...

Chartered Institute of Marketing

What we want to achieve...

Underpinned by:



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How we'll do it...

Strategic aim	Objective	Outcome
Excellent services	Services built around the needs of users which deliver value for money	Satisfied users and residents
Excellent services	'Digital by design' : accessible services tailored to meet on-line consumer demand	Satisfied customers, value for money
Customer satisfaction	Excellent customer service, embedded into the DNA of our employees	Satisfaction from call to resolution
Pride in our City	Pride in our City, promoting it as a great place to live, visit and do business	More jobs, growth and prosperity
Pride in our City	A unique-selling proposition, revitalising our brand as the City at the Black Country's heart	Increased regional and national profile
Pride in our City	Build strong, strategic alliances, pooling City-wide and regional resources for 'Marketing Wolverhampton'	Greater regional and national competitiveness

Objective	Outcome
Services built around the needs of users which deliver value for money	Satisfied users and residents

Delivered by:

- A commitment to an easily accessible, high quality, single point of contact for all enquiries so that customers don't get passed from pillar-to-post
- A new customer relationship management (CRM) system for the City Council for all customer contact. Improved customer insight will help us to tailor and design services around customer need
- On-line 'MyCouncil' individual user accounts to request services, report issues and check on the progress of transactions - just like we do with an Amazon order
- Simple, secure on-line payment service so that you can do what you need to do on-the-go

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Objective	Outcome
Excellent customer service, embedded into the DNA of our employees	Satisfaction from call to resolution

Delivered by:

- Corporate, customer service standards to define what customers can expect, build their trust and confidence and to remind managers and employees of their obligations. Delivering excellent customer service also supports our Corporate Plan objective of being a **Confident, Capable Council**.
- Mystery shopper/customer reviews. We' ll build a network of community and stakeholder volunteers and ask them to measure us against the standards we ourselves have set
- Customer service surveys – using our new digital CRM system, telephone ring-backs, integrated email surveys and our citizens' e-panel to check you received a good service from initial contact through to outcome.

Objective	Outcome
‘Digital by design’ : accessible services tailored to meet on-line consumer demand	Satisfied customers, value for money

Delivered by:

- A channel shift strategy which maps out ‘old-fashioned’ customer service experiences and moves us to new, simple digital, cost-effective approaches. Money saved will be re-invested to improve services
- Mobile digital working for our employees so that they can process information quicker and improve customer service
- Improving digital accessibility through live web chat, Apps, Skype and other cost effective methods that are more convenient to individuals
- Improve two-way, direct digital engagement and communication by growing our social media and email reach and integrating this with our new CRM system.



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Objective	Outcome
Pride in our City, promoting it as a great place to live, visit and do business	More jobs, growth and prosperity

Delivered by:

- A **#proudofwolvo** campaign involving local people, key public, private sector and media partners across the City
- Our cleaner, greener, better environmental campaign aimed at encouraging local communities and groups to support us in making neighbourhoods better places to live
- The City Board’s annual conference programme: Business Week, Working Well Week and Visitor Week
- A new, joined-up **#whatsonwolves** digital marketing campaign integrating content, Apps, social media and email marketing to promote city events and key customer information such as where to park, eat and stay
- New digital ‘City of Wolverhampton’ branded welcome signage at boundary points of entry into the City

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Objective	Outcome
A unique-selling proposition, revitalising our brand as the City at the Black Country's heart	Increased regional and national profile

Delivered by:

- A new visual identity and corporate branding focusing on the 'City of Wolverhampton' for normal business, whilst maintaining a strong connection to tradition for councillors and the mayoralty

Objective	Outcome
<p>Build strong, strategic alliances, pooling City-wide and regional resources for ‘Marketing Wolverhampton’</p>	<p>Greater regional and national competitiveness</p>
	
<p>Delivered by:</p>	
<ul style="list-style-type: none"> • The City Board’s annual conference programme: ‘Business Week’ aimed at increasing investment and jobs, ‘Working Well Week’ to tackle inequality and social inclusion and Visitor Week to build pride in place • Playing an active part as the 19th biggest city in the UK in the Key Cities Group to lobby Government for a better deal and raise the City’s profile • Work with partners to improve the city marketing ‘offer’ 	
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