

Benefits

Purpose

Pay my claim

Value Demands

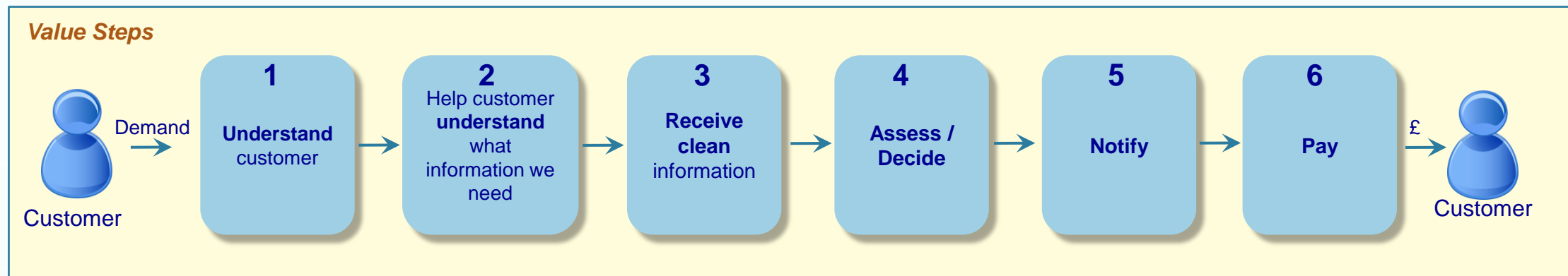
- I want to make a claim
- My circumstances have changed

Customer

- Vulnerable **people**
- **People** on low incomes

What matters?

- Pay the right benefit
- Pay me quickly
- Who do I contact if I need to?
- Don't make me feel intimidated
- Help me feel comfortable
- Plain English – keep it simple
- Recognise my needs – empathy
- Clear guidance
- Make it easy for me to understand



Measures

	Old World	New World
End to End Time (Average Time taken to process application)	20 Days	6 Days