










## Appendix one

## Customer care strategy action plan 2016/17

The following actions will be completed by April 2017

Action	Progress	current status
To introduce a set of customer care standards across the council.	A set of Customer Care Standards have been introduced ensuring our customers receive a consistently high level of customer service from the council. The standards were developed in consultation with services across the council to ensure they are achievable, and have been promoted internally and externally.	
To provide customer service training to all services across the council.	This work is scheduled to take place in May 2017, and is being brought forward to the 2017/18 action plan.	
To support the development of a Digital Strategy.	The Digital Strategy was formally approved at Executive Committee in April 2016, and customer care is an important feature throughout the strategy.	
To support the development of an integrated reception area for the Public Services Centre, which focuses on delivering quality customer care.	The policy and communications manager sits on the Public Services Refurbishment project team, ensuring there is a focus on delivering quality customer care as part of the works	
To review the effectiveness of the Advice and Information Centre buildings	It is anticipated that a review of the effectiveness of Advice and Information Centres will take place during 2017/18. The aim of the review is to ensure they are located in the most appropriate locations around the borough and that they provide an effective and value for money service to the community. This action is being brought forward to the 2017/18 action plan.	
To carry out a residents' satisfaction survey in 2016/17 and use the feedback to improve future service delivery.	Members have asked for alternative ways to gather feedback and options include utilising our website to gather service-level information. This has been brought forward as an action for the 2017/18 action plan. In the absence of this, we also utilise our Citizens' Panel to gather residents' views and to help inform our service delivery (for example the panel was consulted during the development of the new website).	

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Action	Progress	current status
To review customer feedback systems to ensure there is a consistent and approach and feedback is acted upon.	Improvement work in Revenues and Benefits and Customer Services has included the development of new locally collected performance data to better manage and monitor delivery. Corporate customer care standards have also been implemented as part of the customer care strategy to ensure our approach to customer feedback is consistent. In addition, our new complaints systems includes a mandatory 'lessons learned' section, which helps to ensure service areas use customer feedback to shape future service delivery.	
To support the Customer Services team to complete Level 3 NVQs in customer service.	In 2016/17, two further members of the Customer Services team completed NVQ Level 4 in Customer Services and the team leader completed her NVQ Level 5 in Management.	
To introduce a virtual customer forum to gain feedback on various issues, including emerging strategies and policies.	A Citizens' Panel was launched in early 2016, and currently has 230 members. This virtual customer forum allows us to gather the views of customers when we need it – for example we have asked for their feedback during the development of the new website, to feed into our communications survey, and we are currently seeking views on Tewkesbury Borough News to feed into the review being carried out by an Overview and Scrutiny working group.	
To develop a new complaints framework	A new complaints framework was launched in March 2016, which introduced a new online way of logging and responding to complaints. The new system simplifies and clarifies our corporate complaints procedure, enabling us to run the management of complaints more efficiently and effectively - benefitting both council and customer. The new system encourages services to learn from formal complaints, by requiring a description of the changes that have been made to the service as a result of the complaint, to be logged.	