

## APPENDIX 1 - CUSTOMER CARE STRATEGY ACTION PLAN 2018/19

Action/Recommendation	Responsible Officer	Target Date	Status	Comments on progress to date
To review the effectiveness of the Advice and Information Centre (AIC) buildings	Corporate Services Manager	July 2018	☹	<p>There has been a delay to this project due to other commitments but initial scoping work is set to take place from April and will include gaining insight into the current usage of our AICs, and carrying out user research to understand what customers want from them.</p> <p>Following this initial work, it is proposed that an Overview and Scrutiny Working Group is established to identify the future use of our AICs.</p>

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<p>Make online forms as customer-friendly as possible:</p> <p>To encourage customers to use our online services and ensure that our online forms are accessible and easy-to-use new forms are regularly being created – ensure a customer service representative has input.</p>	Corporate Services Manager	July 2018	😊	<p>Officers continue to develop new online forms and website improvements. e.g. recent changes to the online missed bin form ensure officers are able to now capture more accurate information in terms of repeat missed bins, which will make reporting more accurate as well as helping to identify where repeat problem areas occur.</p> <p>The Council's digital team is also continuing to research tools such as webchat and interactive voice response to improve customer engagement. Interactive voice response (IVR) is a technology that allows a computer to interact with humans through the use of voice and tones input via a keypad.</p> <p>Officers have had contact from a number of webchat and IVR suppliers and the team is carrying out further work to identify what benefit it would bring to a Council of our size, and whether customer satisfaction will be met if we were to introduce this sort of engagement method. This work will feed into the CRM project.</p> <p>The Customer Services team has received training via webinar to offer an assisted digital service for our EU Citizens going through the EU Settlement scheme. All EU citizens need to apply to the scheme if they want to stay in the UK beyond 31 December 2020. Our assisted digital service will offer our EU residents (expected to be those at risk or vulnerable) face-</p>

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				to-face support to make their applications.
To further embed the customer care standards in teams across the Council.	Corporate Communications Manager	April 2019	😊	<p>The customer care standards have been promoted to all teams in the Council, supported by specific customer service training provided in May.</p> <p>The training was directly linked to the customer care standards and tailored to be very interactive so that teams were able to directly relate the application of the training to their service area.</p>

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<p>To introduce a method of gathering service-level feedback from the website:</p> <p>To work with the Web Design Officer to implement a method to gather customer feedback, and work with the operational managers to ensure feedback is used to shape future service delivery.</p>	Corporate services manager	September 2018	✓	<p>Every page of the Council website now has a link towards the bottom of the page where users (customers) can submit feedback anonymously about the website. This is recorded and where possible either the website is updated to reflect the feedback provided, or the feedback is passed onto the associated department(s) for consideration.</p> <p>The 'Contact us' webpage is easily accessible on our website and enables customers to directly contact Council department/service areas via email or telephone.</p> <p>Feedback on service areas can also be collected via online forms - an example of this is the current 'Planning pre-application questionnaire'. Data collected from the forms is emailed to the service areas and also stored on a database which can be extracted as a spreadsheet to build reports for statistical use.</p> <p>Using Google Analytics and Squarespace Analytics, our Web Officer is able to identify which areas of the website are receiving traffic and what users are searching for. This can be used to identify where we aren't meeting users' needs. An example of this is where the website was receiving search requests for the 'Blue Badge scheme' and 'Tewkesbury Half Marathon' which we had no information on. This led to the</p>

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				officer finding the desired information and adding it to the website.
To work with the Head of Development Services and improve the customer focus of the planning service.	Corporate services manager	April 2019	☺	In terms of improving customer contact, Planning Officers are piloting (householders in the first instance with future roll-out to the remainder of applications) an electronic method of notifying applicants and agents of the progress on their planning application. The intention is to provide a modern and proactive service which customers now expect.
To ensure that customers are aware and able to make use of Office 365 applications:  Applications such as Business SKYPE and webchat may provide benefits to the customer. Review and launch relevant applications to customers.	Corporate services manage in liaison with the IT manager	Dec 2018	☹	The new internal target date for the roll-out of Office 365 is October 2019. A new revised ICT policy has been drafted and is going to Executive Committee for approval, and this policy encompasses the use of these Office 365 applications. Training will take place for staff and Members in the new financial year.

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<p>Ensure that any new CRM system introduced is customer focused and improves the customer experience:</p> <p>To work with the project teams to ensure that the experience and knowledge within the Customer Services teams is captured throughout the decision making/launch processes.</p>	Customer services team leader	December 2018	☺	<p>Methods Digital was commissioned to help us build a business case in terms of whether the Council would benefit from a corporate-wide CRM. As part of Methods Digital's scoping work, customer services (along with all other front-line services) played a key role in identifying opportunities, pain points and risks with our current customer engagement. This feedback was used by Methods Digital to identify whether a CRM would benefit us internally as well as customers who want to engage with us.</p> <p>The final report from Methods Digital has now been received (March 2019) and will be presented to Management Team in April and Transform soon after.</p> <p>A final business case will then be developed on the Council's agreed approach.</p>
<p>GDPR compliance is mandatory but this is also an opportunity to review our administration structure and process and ensure that customer care standards are applied and that the customer experience as a result of any changes is positive.</p>	Customer services team leader	Sept 2018	✓	<p>Throughout the introduction of GDPR, any changes made to the website and/or administration processes were considered in respect of the impact they could have on our customer. It was important that any changes were made in a way that could be easily understood by customers of all ages and backgrounds.</p>

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<p>To support customer focused Council Plan actions:</p> <p>Ensure customer care is at the heart of the customer –focused Council Plan actions.</p>	<p>Various officers overseen by the corporate services manager</p>	<p>April 2019</p>	<p>😊</p>	<p>An excellent example of a project which has put the customer at the very heart of it is the garden waste renewal project. This year (2019) is the first year customers will have had to renew their stickers, and the process has been developed to ensure the customer finds the experience extremely easy and satisfying – e.g. pre-populating the online renewal form with the customer’s details.</p> <p>In addition, the garden waste newsletter includes a range of offers from local businesses – an initiative which is not only supporting our local businesses but is also helping to ensure our garden waste customers are getting excellent value for money from the service.</p> <p>A further example of customer care being at the heart of customer-focused Council Plan actions is the development of a dog-fouling campaign. To continually proactively enforce against dog fouling is a key Council Plan action and, alongside the introduction of the Public Space Protection Order, a dog fouling campaign is set to be launched in April 2019, which will include a range of resident engagement methods, including an animated video for social media.</p>

## STATUS KEY

😊	Action is progressing well and on target to achieve completion date/within agreed budget (if applicable) etc.
😐	Action has some issues or delays but is likely to achieve completion date/within agreed budget (if applicable) etc.
😞	Significant risk to not achieving the action or there has been significant slippage in the timetable.
✓	Action is complete.
	Action not yet commenced. (may not yet be programmed for action)