

O&S ACTION PLAN MONITORING: Customer care strategy action plan 2017/18

Recommendation / Action	Responsible Officer	Target Date	Status	Progress to Date
To provide customer service training to all front line staff	Customer services team leader	June 2017 May 2018	☺	<p>To ensure staff are trained to understand the importance of putting the customer first, and how to deliver quality customer care.</p> <p><i>Training is to be completed 3 and 4 May 2018.</i></p> <p><i>Content covers:</i></p> <p><i>What is excellent customer service and how can it be delivered?</i> To include: what good and bad customer service looks like and how this is applied in relation to our own customer care standards, what triggers dissatisfaction, what are the core components of excellent service? Individual behaviours that help establish a culture of service excellence.</p> <p><i>Communicating effectively with customers.</i> To include: The importance of listening, understanding and practising listening empathetically, building rapport, explaining 'assertiveness' and the techniques associated with using it effectively. Dealing with challenging situations.</p>

Appendix 1

Recommendation / Action	Responsible Officer	Target Date	Status	Progress to Date
Promotion of self-service during customer contact	Customer services team leader	May 2017	☺	<p>When dealing with customer encourage self-service for those that are able to access these more economical ways of contacting the council:</p> <p><i>Customer services have played a key role in driving customers to 'try' the online options. Equally they have been instrumental in collecting email addresses. This enables us to communicate electronically where we specifically push online services. We have seen significant uptake on the self-service options with 74% of transactions being made online.</i></p>
To review the effectiveness of the Advice and Information Centre buildings	Corporate services manager	July 2017 March 2019	☹	<p>To carry out a review of the effectiveness of the AICs to ensure they meet the needs of our customers and the council:</p> <p><i>This action has yet to be undertaken. There is potential for this to be subject to review by an O&S working group as it directly affects communities – we welcome the committee's views on this. This will be carried over into the 2018/19 plan</i></p>

Appendix 1

Recommendation / Action	Responsible Officer	Target Date	Status	Progress to Date
Make online forms as customer-friendly as possible	Corporate services manager	July 2017	☺	<p>To encourage customers to use our online services and ensure that our online forms are accessible and easy-to-use, arrange for a representative of customer services to sit and input into the 'making online forms great again' project group.</p> <p><i>A real success story! 41 different forms in place across nine council services, 74% of transactions completed online with actual transactions increasing from 1100 in 2013 to 46,000 in 2017.</i></p> <p><i>Despite having achieved the goal within the timescales, this is an ongoing project.</i></p>
To review the complaints system	Corporate services manager	April 2017	☺	<p>A year on from its implementation, carry out a review of the complaints system to ensure it is an effective tool.</p> <p><i>A review has been completed and the learnings applied. Essentially the system is working well and fit for purpose. Small amends have been to ensure continuous improvement such as the ability to more easily re-allocate within the system.</i></p>

Appendix 1

Recommendation / Action	Responsible Officer	Target Date	Status	Progress to Date
To further embed the customer care standards in teams across the council	Corporate communications manager	April 2017	☺	<p>To ensure our customers receive consistent excellent customer service, work with operational managers to ensure the standards are being embedded in the way they work.</p> <p><i>Training across all departments is scheduled for May 2018. The training is directly linked to CC standards and tailored to be very interactive so that teams are able to directly relate the application of the training to their service area. This action point will be carried over to the 2018/19 action plan to enable us to test the application of the training. It is envisioned that this will be an area for continuous ongoing review.</i></p>
To introduce a method of gathering service-level feedback from the website	Corporate services manager	September 2017 September 2018	☹	<p>To work with the web design officer to implement method on the new website to gather customer feedback, and work with the operational managers to ensure feedback is used to shape future service delivery.</p> <p><i>We are currently reviewing how we accomplish this, this action will be added to the 2018/19 plan with an expectation that it will be completed by Q3 2018.</i></p>

Appendix 1

Recommendation / Action	Responsible Officer	Target Date	Status	Progress to Date
To ensure we deliver a customer-focused planning service	Corporate services manager	May 2017		<p>To work with the head of development and improve the customer focus of the planning service.</p> <p><i>Head of service (development) is working on this currently and we will support them in the achievement of their goals. A quick win will be achieved shortly, in liaison with the digital team, in improving the planning application process</i></p>
To support customer focused Council Plan actions	Various officers overseen by the corporate services manager		😊	<p>Ensure customer care is at the heart of the customer –focused Council Plan actions. For example the review of garden waste and the reception/PSC refurbishment.</p> <p><i>This is an ongoing action but projects such as the review of garden waste have been undertaken and been successful – this particular project is in its final stages with successful roll out of the new licence sticker system and annual renewal date. We are already above the level of retained customers we would normally see and there is an income generated of some £665K so far with an expectation that this will increase in the next few weeks.</i></p> <p><i>Support of the PSC refurbishment and growth hub is a priority right now due to their imminent opening/launch.</i></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)