

O&S ACTION PLAN MONITORING: Customer care strategy action plan 2018/19

Recommendation / Action	Responsible Officer	Target Date
To review the effectiveness of the Advice and Information Centre buildings.	Corporate Services Manager	March 2019
<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>To further embed the Customer Care Standards in teams across the Council:</p> <p>Review the effectiveness of the training provided in May 2018, ensuring that learnings and the standards are embedded into the way each service conducts its work.</p>	Corporate Services Manager	March 2019
<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
To work with the Head of Development Services to improve the customer focus of the planning service.	Corporate Services Manager	March 2019

Appendix 2

Recommendation / Action	Responsible Officer	Target Date
Through digital channels, look to see how we can engage and transact with our customers more effectively, for example through SKYPE, webchat, continued improvements to our website etc.	Corporate Services Manager	Dec 2018
<p>Ensure that any new Customer Relationship System (CRM) 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 Service team is captured throughout the decision making/launch processes.</p>	Customer Services Team Leader	TBC
<p>To support customer focused Council Plan actions:</p> <p>Ensure customer care is at the heart of the customer –focused Council Plan actions. For example the review of commercial waste, success of the Growth Hub, support to service related improvement.</p>	Various officers overseen by the Corporate Services Manager	March 2019
To ensure all our customers continue to be treated fairly and consistently, the Equalities Policy will be reviewed during the year.	Corporate Services Manager	September 2018