

Appendix 2 - Customer Care Strategy Action Plan 2023/24 (final year)

Themes	Actions	How will this be measured?
Introduce a refreshed set of customer service standards.	<b>1. Review the customer care standards.</b>	
	a) Carry out a review of the customer care standards to ensure they reflect best practice and put the customers' experience first.	a) Through feedback received and changes to the standards as required.
	b) Review the way in which the customer care standards are embedded in service delivery across the organisation.	b) A survey will be carried out to establish if services are using the standards in their service delivery, with an action plan developed to address areas that are not.
	c) Review the way in which the customer care standards are embedded in service delivery across the organisation.	c) It will be a requirement for a new system to be able to measure performance relating to customer contact.
Make it easier, simpler and more convenient for customers to interact with us when requiring a service.	<b>2. Engage more with our Residents' Panel to get feedback on emerging services and policies.</b>	
	a) Review the membership of the panel and communicate with them to establish if they would like to remain on it.	a) A survey will be sent to the Citizens' Panel to establish their views on the success of the panel and if they have any recommendations. The list will be updated if anyone wishes to be removed.
	b) Develop a programme of issues/policies/surveys that the panel could input into for 23/24.	b) A programme will be developed and overseen by the corporate services team.
	<b>3. Work with parish councils and other partners to provide access to our services across the borough.</b>	
	a) Work with the parish councils in each of the AIC areas to establish if a similar approach to the Brockworth arrangement could be adopted.	a) Through the adoption of our service provision by the parish councils in Churchdown, Bishop's Cleeve and Winchcombe.
	b) Review the Brockworth approach to understand if customers feel the new arrangement, is an improvement.	b) Feedback will be collated from customer visiting the Brockworth AIC and any concerns addressed.

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<p>Make sure our staff are equipped with the skills to deliver a high-quality customer care service.</p>	<p><b>4. Review the customer services team structure to ensure it delivers excellent customer care.</b></p>	
	<p>a) Carry out a service review to establish if the current customer services team structure is fit for purpose, reflects best practice and provides a good customer experience.</p>	<p>a) A new team structure that reflects the way in which the council operates from a customer contact point of view.</p>
	<p>b) As part of the service review, consider the impact of a new phone system and corporate customer contact portal.</p>	<p>b) Through identifying what benefits the new customer contact system will bring for customers to self-serve.</p>
	<p>c) Customer services to continue to work with the Business Transformation Team to feed into the development of online services</p>	<p>c) Through having a customer champion sitting on transformation projects and through user feedback on our online services.</p>
	<p><b>5. Support the reviews in Development Management and Licensing and the commitments being made to improving customer care.</b></p>	
<p>a) Deliver a customer care session for all front-line staff to highlight the importance of good customer service.</p>	<p>a) Through the delivery of customer care-focused sessions and feedback.</p>	
<p>Promote channel shift and support those customers who need the more traditional methods of communication.</p>	<p><b>6. Promote the council’s online services to all customers.</b></p>	
	<p>a) Encourage every caller to carry out their request online.</p>	<p>a) Measure the number of callers choosing to switch to online.</p>
	<p>b) Consider including an administration cost to bookings made over the phone, such as garden waste and bulky waste.</p>	<p>b) A working group will be set up to explore this option, including the impact on the customer, the service, and our resource.</p>
	<p>c) Ensure a new phone system promotes the council’s online services.</p>	<p>c) The new system will be required to encourage our callers to carry out their request online.</p>

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Ensure our reception service meets the needs of partners in the Public Services Centre.	<b>7. Ensure customers continue to experience excellent customer care when visiting us.</b>	
	a) Review the reception service and explore digital options to improve it.	a) Through the introduction of digital options to meet the needs of customers visiting the council offices.
	b) As part of the office refurbishment, improve the Public Services Centre signage.	b) Through the installation of new signage that promotes each partner within the building.