

Customer Service Strategy 2016-2020

Update April 2019



Background

- Strategy was developed and approved Nov 2016
- Now in 3rd year of 4 year strategy , ends 2020
- Within the Strategy there are 4 main themes:
 - Customer Insight
 - Culture
 - Access
 - Quality

Customer Insight

Understanding who our customers are as well as understanding their needs

- Introduction of the Customer Experience Team
- Implementation of Acorn Customer Profiling tool
- Co-designing services with our customers
- Monitoring of feedback and satisfaction comments

Culture

Commitment to delivering customers-focussed services, promoting a culture of customer excellence in our staff, working together for the customer

- Retention of the Customer Service Excellence Award
- Introduction of a 'Customer Promise'
- Co-location of Job Centre Plus and Police enquiries in Southfields
- Partnership relationships with multiple organisations e.g Charnwood CAB, Clockwise etc
- Training

Access

Making it easy to contact us, providing a consistent approach to dealing with our customers and optimising the use of technology

- Introduction of wide variety of online forms including, missed bins, Housing Benefit make a claim, garden waste, bulky item collection etc.
- Updated and modern corporate website – fully mobile optimised, easier navigation
- Introducing web chat facility to our website in coming months
- Introducing on line portal to our website
- Improved the Public access computer area in reception, more privacy.
- Borough wide access to IT

Quality

Handling queries at the first point of contact, monitoring and improving customer service standards, keeping the customer informed and deal effectively with problems

- Regularly review processes to keep information up to date & accurate
- Refresh staff training to keep all staff up to date with changes to processes and legislation
- Introduction of call recording in contact centre to monitor call quality
- Ongoing customer satisfaction monitoring through Govmetrics for both phones, face to face and web
- Review and update of Customer Standards
- Review of Corporate Complaints Policy

Questions?

