



**EVERY CUSTOMER, EVERY TIME -
“Everybody Matters”**

**Making Experiences Count
Quarterly Customer Service Report**

BROMSGROVE DISTRICT COUNCIL

1 July to 31 December 2014



Bromsgrove
District Council

www.bromsgrove.gov.uk

1. Introduction

This report details the customer feedback received by Bromsgrove District Council during the period from 1 October 2014 to 31 December 2014.

It also provides information about the customer demand received through the customer service team and payment channels.

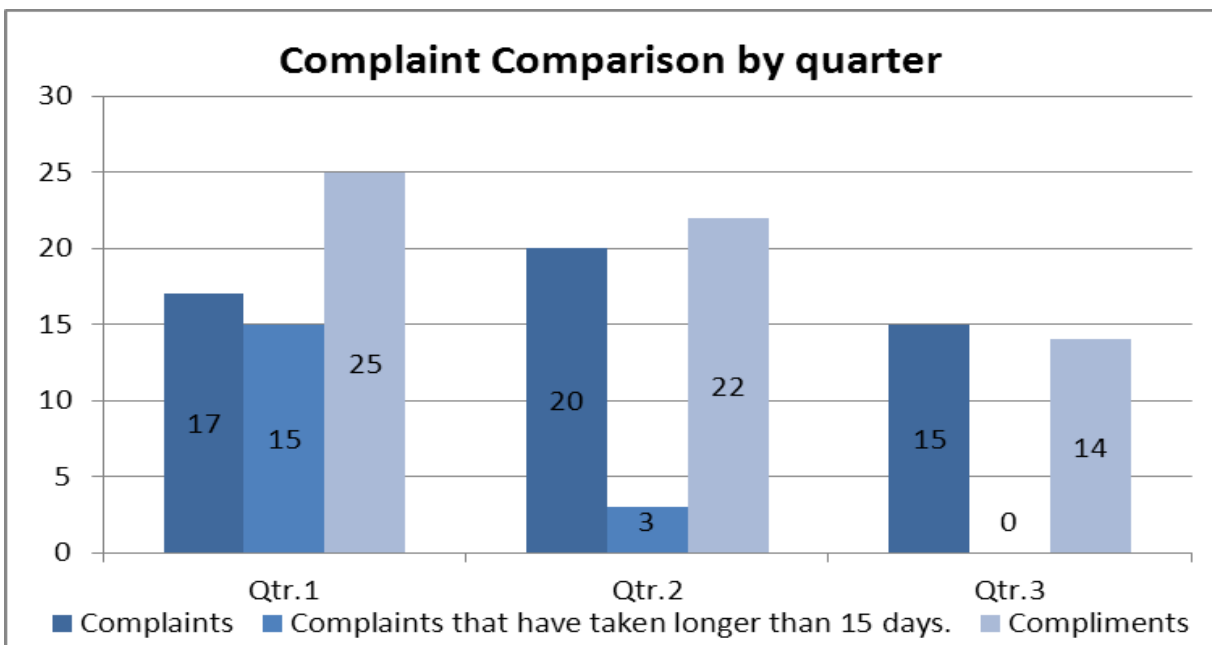
2. Customer Feedback Analysis

35 complaints were received during this quarter because we did not meet the customer's expectations failed to meet our own standards, or the customer was unhappy with an outcome. Details of all complaints received can be found at the end of this report in Appendix 1.

92% of complaints received were answered in 15 working days or less.

We also received **26** compliments.

This chart shows number of complaints and compliments for each quarter of 2014- 2015.

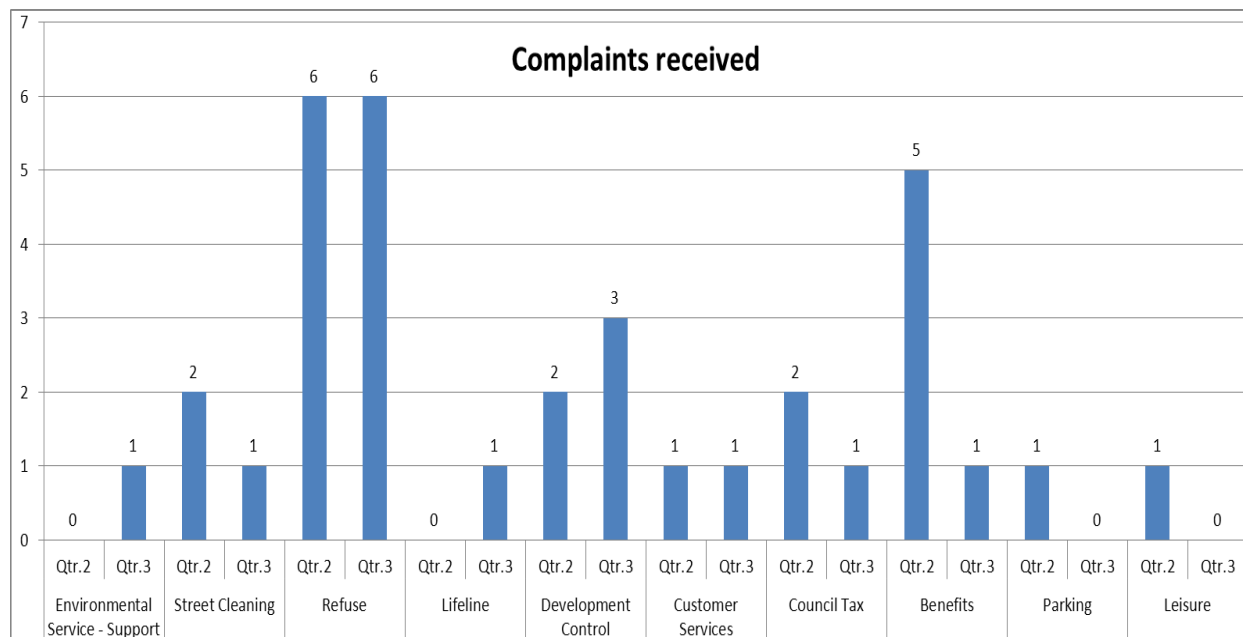


The common themes in the complaints received this period were:

- Attitude of staff
- Customers not understanding our processes
- Administrative errors
- Delays
- Missed Bins

Number of complaints by service (detailed)

The following table provides a more detailed breakdown of complaints by service:



“You said – we listened” – what did we change as a result of complaints?

Some of the changes made as a result of complaints include:-

- Customer Care refresher training arranged for some front line staff
- Quality monitoring put in place
- Used customer feedback to identify where we need to update staff knowledge on systems and processes in Revenues and Benefits.
- Placed two areas within the district on a regular cleansing schedule

Time taken to respond to complaints

We aim to respond to customer complaints within 15 working days. **3** complaints took longer to resolve in quarter 2; these were complex cases which needed time to gather information for the customer

Happy Customers!

From the **26** compliments received we can see that customers appreciate the range of services the Council provides, especially when we deal with their requests in a timely and professional manner.

Here are all of the compliments we have received this quarter.

Refuse

I would like to thank the crew that collected all of the rubbish from my old bathroom on Friday 3rd October. There was a large pile there, but it was all taken and was left very tidy afterwards. Well worth the £35 fee that I paid, a service I would recommend to customers.

Customer was driving down Windsor Street in Bromsgrove a couple of weeks ago and she heard a shout "you've got a puncture". The two lads, Mark & Jason, came running over and

explained to her that it was her tyre; they changed the wheel for her. She thinks they deserve a big pat on the back as they saved her from what could have been a very dangerous situation, she was about to drive back down the highway to Redditch and the tyre was almost coming off when they stopped her. She would like them to be commended for their actions and kindness.

The men that came to do the bulky collection, were smart pleasant and efficient, Thought the service was much improved from the previous service, thinks this is an excellent service now, will definitely use again

Street Cleansing

Mr Finn would like to thank the crew who cleaned up the road by the motorway bridge it looks wonderful after looking terrible for so long. The crews names are Colin Nash & S Powell

Customer emailed to say that the team attended earlier in the week and what a fantastic job they have done! I wish I had taken a before and after photo! All gutters cleared of weeds, mini road sweeper cleaned paths and verges sided out properly.

The lady was phoning to compliment Council staff for the work that had been undertaken to fix a wall on Chapel Walk and to remove graffiti. She had reported the problem to the Council recently and was impressed by the quality of the works that had been carried out.

Thank you so much for your prompt response, it's greatly appreciated, a very refreshing experience compared to Birmingham City Council !

Customer came into CSC on behalf of all the residents in his Lane to say what an excellent and efficient job was done removing the recent fly tipping.

Commemoration Day 16th August - Please thank Carl Walker and Team, The area by the memorial looked great, the area was cleaned up and the grass cut - actually its a super area of grass and a lovely tranquil place - a credit to the town I say

I attended the Burma Star memorial service yesterday and the Committee who organise it has asked me to say a big thank you for the excellent work with cleaning up the memorial and making the place look tidy.

Gamow Green Lane – area tidied and customer rang to say she was very pleased with the quick response and to say great job done.

Landscaping

Customer emailed to say a big 'THANK YOU' for finally getting the hedge cut down. It has looked a mess for a number of years and I have emailed a few people to try and get it sorted. The contractors concerned came and had quite a job on their hands, as in some places they had to use chainsaws to bring it back into order. They worked very hard at this and the results are obvious. A number of neighbours have also commented on how much better it looks, so I would be grateful if you would pass on our thanks to the workers concerned. Well done and thank you very much.

Thank you for cutting back the trees along Wesley Walk. The team has done an excellent job and it's made the area much nicer and pleasant. Thank you.

Just wanted to say what a great job the guys have done in clearing our green open space. All the residents are very happy with the service and work ethic of the guys who came out to ensure that the trees and bushes on our green space are well maintained. Just one phone call today and they were there within 1 hour and have left the space very clean and tidy. Great job , which will encourage the residents to look after it

Customer wanted to thank the team for the wonderful work they have done in getting rid of the weeds, the area around where she lives is now looking beautiful and a pleasure to walk around. The Operatives were polite and courteous.

Customer has phoned to say you spoke to him a few weeks ago about his concerns regarding grass cutting, etc. at Stoke Heath. He wanted to say that the place has never looked better and he wants to thank the lads for all they have done, especially Graham Cutler. He said their attitude was good and everyone around the Tollhouse Road is really pleased.

Customer came in to main reception this afternoon - he had requested some advice for maintenance of the hedge on Friday last week, and two fellas turned up this afternoon, full of

enthusiasm and gave great advice on what to do - customer feels they should be recognised for the great service today!
Leisure
Customer would like to pass on thanks and appreciation to all members of staff who helped to organise the Carnival in Sanders park over the weekend. As a stallholder at the event, he was really impressed with every aspect of the weekend. From start to finish, all members of the team were efficient, friendly, and professional and were a credit to Bromsgrove Council. Big thanks to Ian and the team.
Place Team
Leon and Asa have been out to see customer who wanted to say how very polite and helpful both of the officers were. They didn't just look at the job, but also gave some helpful advice , both went above what was expected, couldn't have been more helpful.
Benefits
Customer thanked Rachael Dobson and Lynn Jones for all their help with sorting out her debt issues. She verbally thanked the whole CSA/Benefit team at the Dolphin Centre for being so nice to her on all her visits.
Customer rang to Benefits for all their help with sorting out her issues.
Customer phoned to thank all the team for support he had received while he had been poorly.
Customer Services
Customer wanted to say the staff in the customer service centre are always very helpful and friendly.
Customer was very pleased with Jason Smith for the help and assistance he gave her filling out her appeal form for her car park fine - she wanted to say how helpful Jason was.

3. Local Government Ombudsman Complaints

There were two complaints referred from the Ombudsman this quarter.

1. Refers to planning permission for external insulation
This complaint relates to what the customer feels was the mal administration shown by the council in its consideration and management of the planning permission it approved for a joint application between Bromsgrove District Council (BDC) and Bromsgrove District Housing Trust (BDHT) to apply external insulation to houses on the road they live on. The customer is not happy with our response as they feel the Council failed to abide by their own council policy which was included in the planning report i.e. that any alterations made to houses should not affect the natural appearance of the street scene.
2. Refers to not receiving help with a housing application
The customer has provided various medical correspondences in support of her need to be rehoused due to her daughter's condition. However because she is in rent arrears, BDHT do not feel that the family's needs warrant discretion with regards to allowing a move. They have been advised that once the arrears have been cleared they will be on priority need. The customer feels that in light of the circumstances the Council should use their discretion to help assist them in moving to a more suitable property.

4. Customer Service Centre Information

This section provides some statistical information in respect of the amount of customer demand received via the telephone, face to face and through our payment channels.

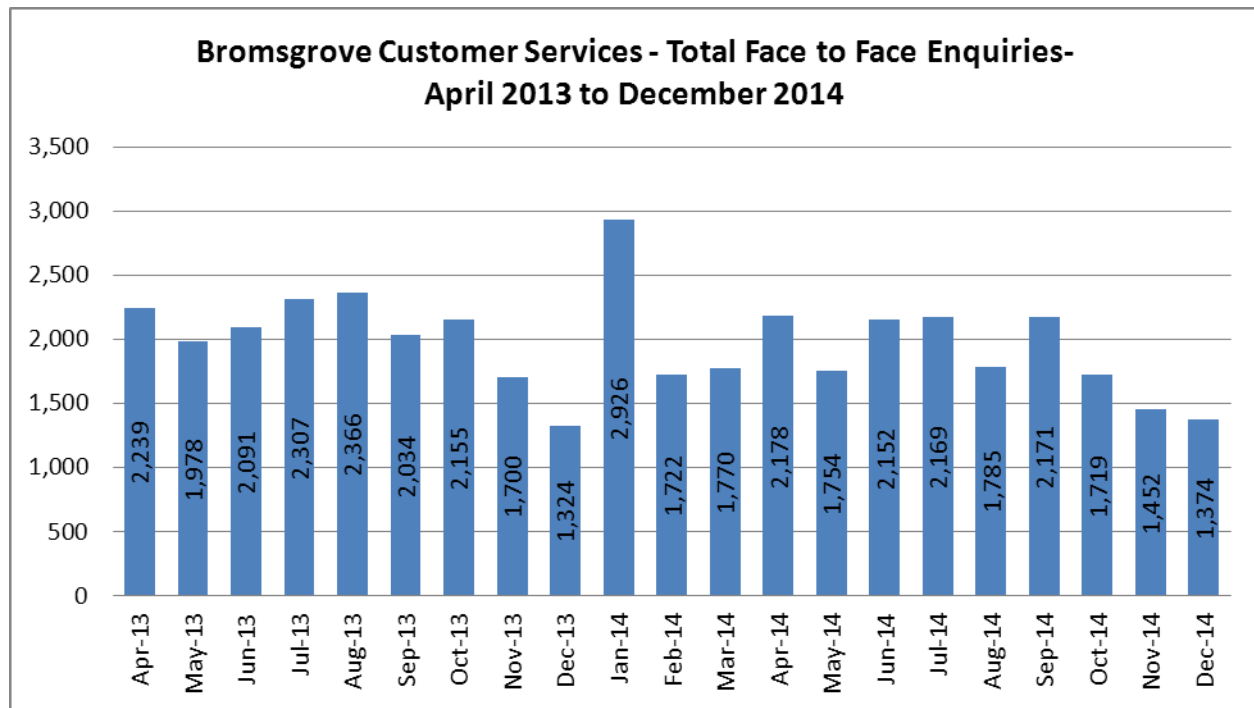
The operational purpose of the Customer Services team is '**Help me get the support I need with my issue or problem**'. Most customer demand is now passed to expert teams and the customer service teams act as a filter to ensure that the customer gets to see or speak to the right expert.

We use this information to help us understand the demand on all Council services.

The following tables and charts show the numbers of customer transactions recorded and trends over time.

Face to face demand at the Customer Service Centre

The following chart shows the total face to face enquiries being dealt with at the customer service centre on a month by month basis since April 2013 to December 2014. It informs of patterns that occur and the data is then used to plan for busy times and to check the reasons for the peak, this may identify waste in systems which can then be addressed.



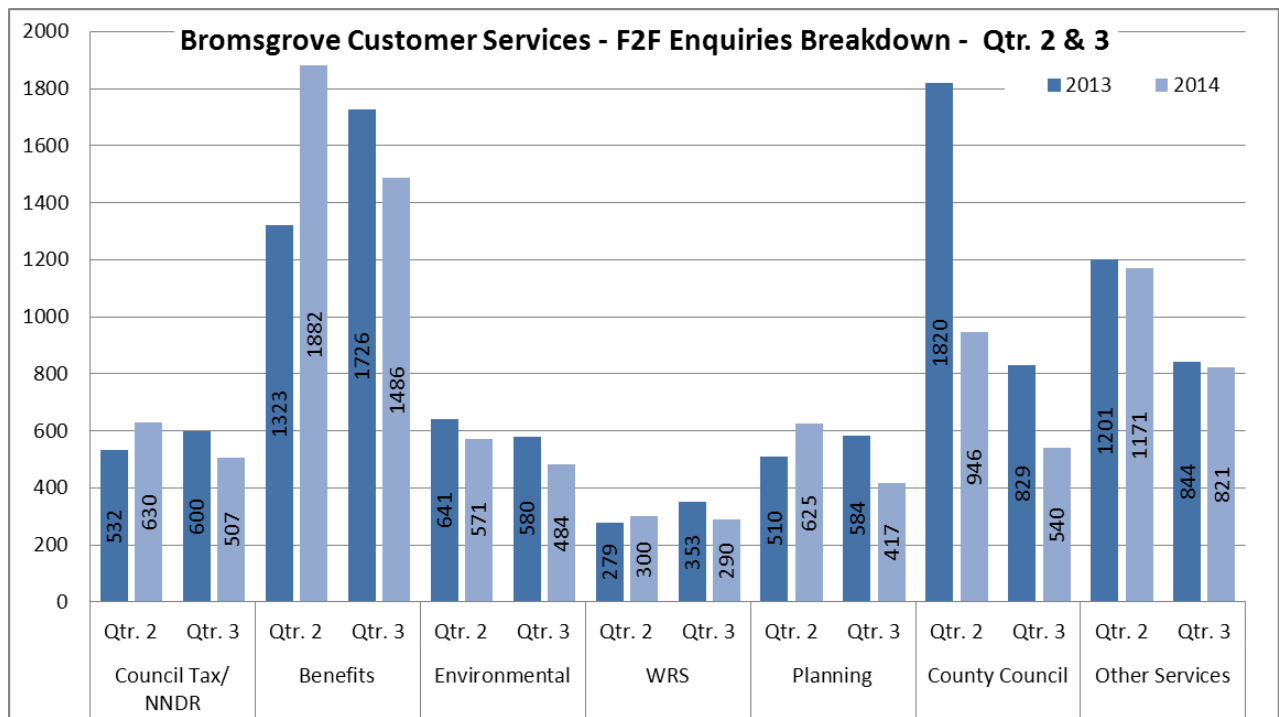
The following chart shows the breakdown of face to face customer enquiries received during Qtr. 2 and Qtr.3 2014 compared with the same period in 2013.

In Qtr. 2 2014, it shows an increase in enquiries for Council Tax and Benefits with a decrease in demand during Qtr.3 compared with the same period in 2013. July to September is a peak period for summons and recovery action.

The small reduction in other service enquiries during July to December is a result from the successful introduction of system thinking methods and transforming services which has reduced the need for the customers to make repeat contact through the reduction of waste.

Benefits have also seen a slight decrease in the number of enquiries. This is due to a new trial that has been introduced at the customer service centre, enabling officers to have 'understand me' conversations with each customer. This is with the aim of understanding why the customer has made the initial contact, with the purpose of reducing the need for the customer to make repeat unnecessary contact.

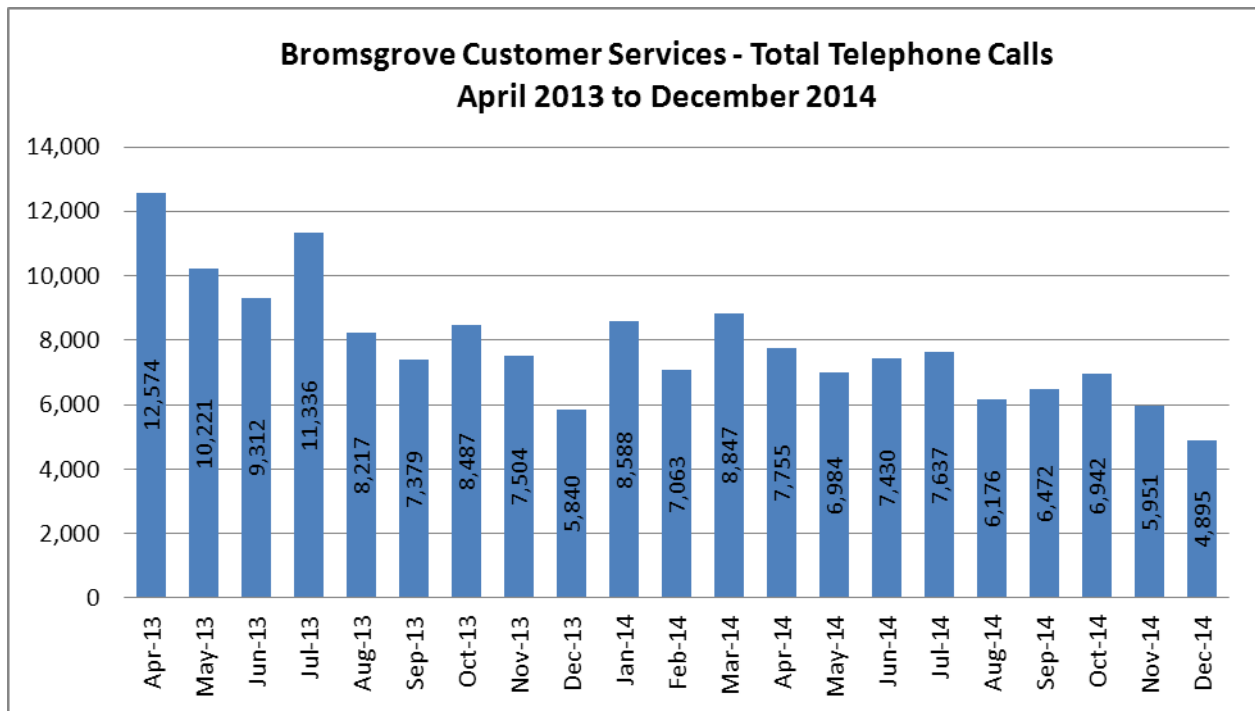
County Council enquiries continue to reduce through the Customer Service Centre; these services are now accessed via online methods.



Telephone demand received

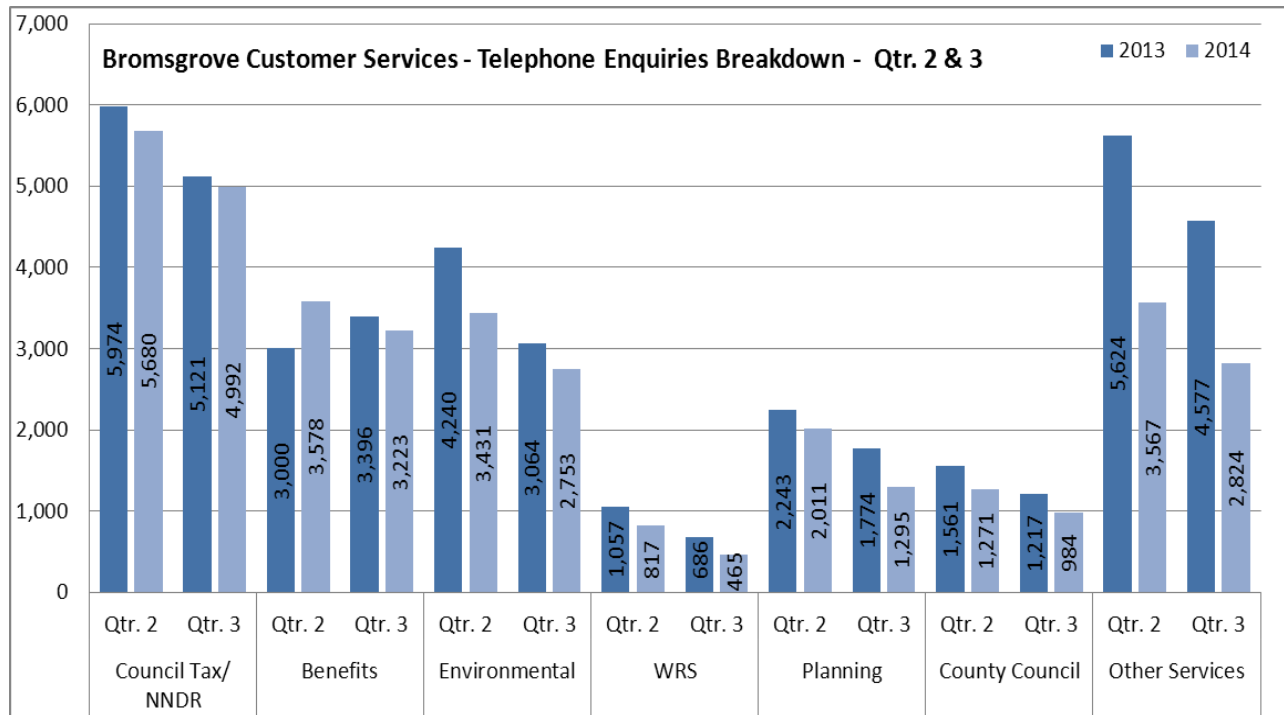
The following chart shows the total telephone calls recorded on the customer service systems from April 2013 until the end of December 2014.

The data shows an overall reduction in calls compared with Qtr. 3 2014



The following chart shows the breakdown of calls received via the switchboard and customer contact centre phone lines by department through from July 2014 to December 2014. (Calls made to direct dial lines are not recorded and therefore not included.)

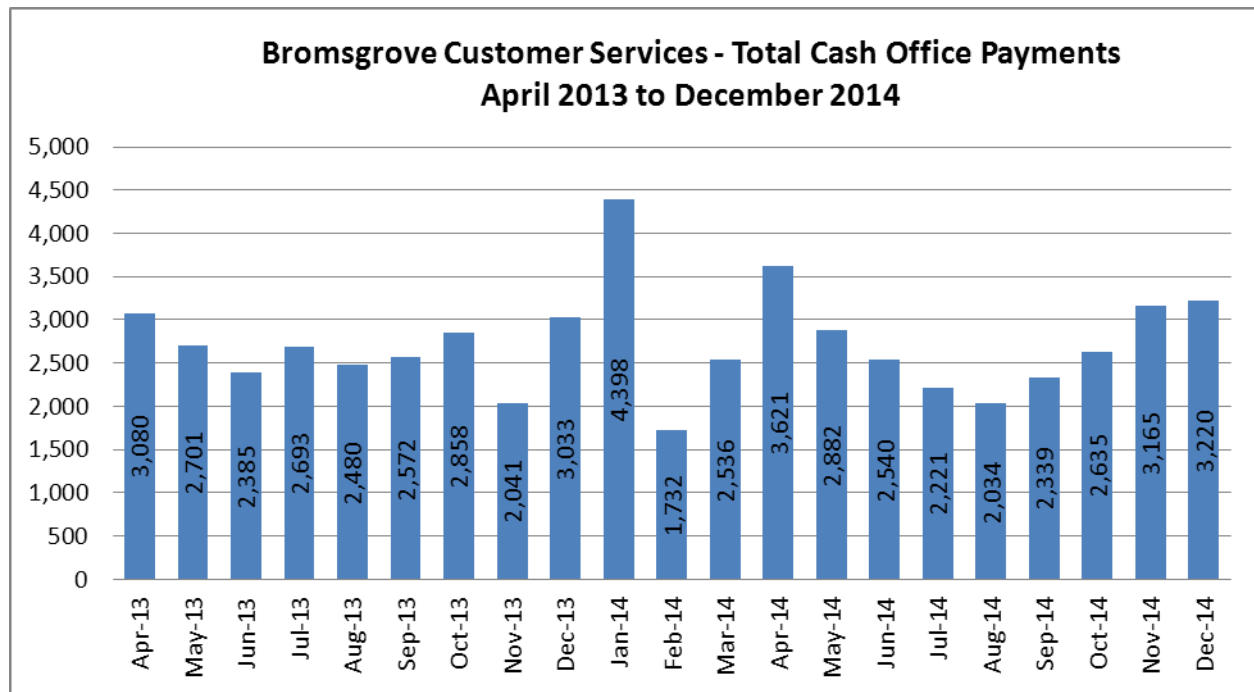
Compared with Qtr. 3 in 2013 the data shows a slight decrease in the number of enquiries across all departments during 2014. All services have recently reviewed their correspondence in order to reduce unnecessary contact and waste steps for customer; this has resulted in any correspondence sent by the departments, stating their direct dial instead of the switchboard number.



Payments

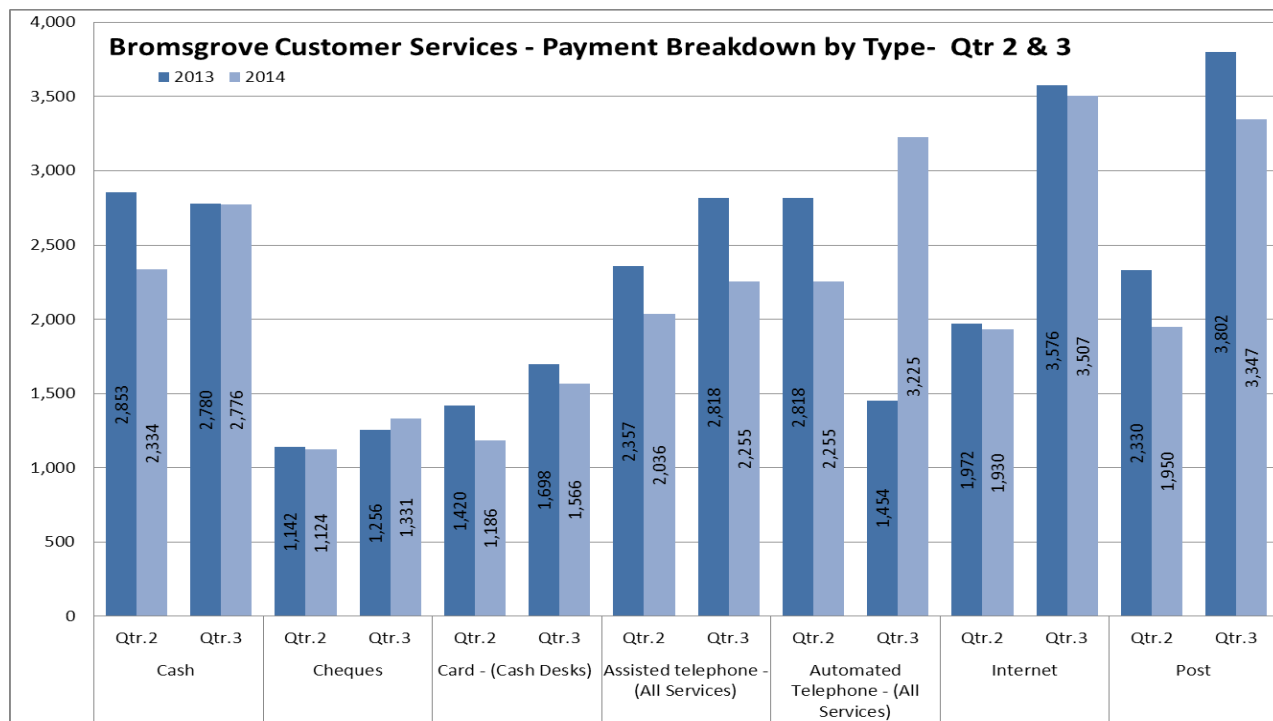
The following chart shows a month by month comparison of payments received by the cash office and customer services staff during the period April 2013 – December 2014.

Comparison shows an increase in payments during the Qtr.3 2014 compared with the same period during 2013.



The chart below shows the breakdown of payments across all payment channels.

In February 2014 an upgrade to Bromsgrove payments system was installed, this has improved access to online and Automated Telephone Payments (ATP) self-serve access. As the confidence and awareness has grown over the year of the improved system, it has resulted in a 45% increase use of ATP compared to last year. This has resulted in a decrease of card payments both at the cash desk and assisted telephone payments.



Lynn Jones
 Customer Services Manager
 March 2015