

**Overview and Scrutiny Board – Meeting 23rd January 2012**

**Briefing Note in respect of Quarterly Recommendation Tracker**

**Improving Residents' Satisfaction Task Group – outstanding recommendation**

At the Scrutiny Board meeting of 10<sup>th</sup> June 2010 it was agreed:

That the Council Aim for Excellence with Customer Service, to include Customer First parts 4, 5 and 6 and by providing the relevant training to all staff; and

That the Director of Policy, Performance and Partnership and the new Head of Customer Service work together to co-ordinate detailed customer feedback on services from both external and internal customers, which will enable the Council to understand how they are doing, what they must do better, why particular services are not used or why customers may have stopped using the services.

In June 2011 it was reported that the Head of Customer Services had carried out an internal assessment against the Customer Service Excellence Accreditation criteria and this showed that good progress has been made against the various elements of the standard.

It was further reported at this time that due to the ambitious shared service and transformation programme it had been considered sensible to defer going for the formal assessment for 12-18 months.

It was not intended that the Council stop pursuing excellent customer service and the Every Customer, Every Time, Customer Experience Strategy set out both the Council's strategy in respect of improving the customer experience as well as the action plan for the coming years to develop customer care provision within the framework of the systems thinking transformation methodology which will ensure that truly excellent customer service is provided through services which meet the demands of customers.

The Strategy included continuing to develop many of the key elements still outstanding from the Customer First Programme and during 2011 significant progress has been made against the Every Customer Every Time action plan, including:-

- Customer care training for staff
- Customer centric writing skills training for staff, and
- The introduction of key customer care guidance for all staff.

## **Appendix 1**

In addition customer feedback mechanism, such as complaints and compliments, satisfaction surveys and customer calls backs have been strengthened or introduced.

At the meeting of the Overview and Scrutiny Board held on 13th June 2011 it was agreed that this item should remain on the tracker.

Since that time progress has been made in respect of various transformation reviews and importantly our thinking in terms of how we should use the transformation methodology has developed to the point that the Customer Service Excellence accreditation would no longer provide a suitable measure of performance in respect of customer service provision. Additionally, the transformation method used to conduct service reviews includes fully understanding what customers want and need from that service, the quality of service provision, and where services may need to be changed to meet customer demand.

It is therefore recommended that this item be removed from the Quarterly Recommendation Tracker.

Amanda de Warr  
Head of Customer Service  
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