

# **OVERVIEW AND SCRUTINY BOARD**

Date: 10th September 2012

## **MAKING EXPERIENCES COUNT - QUARTERLY COMPLAINTS REPORT**

Relevant Portfolio Holder	Cllr Mark Bullivant
Portfolio Holder Consulted	√
Relevant Head of Service	Amanda de Warr – Head of Customer Services
Wards Affected	All Wards
Non-Key Decision	

### **1. SUMMARY OF PROPOSALS**

This report provides the Board with customer feedback data for the first quarter of 2012/13

### **2. RECOMMENDATIONS**

**The Board is asked to note the contents of the report.**

### **3. KEY ISSUES**

- 3.1 The Planning Policy Task Group recommended that Overview and Scrutiny Board receive a quarterly report giving details of customer feedback. This is the report for the 1<sup>st</sup> quarter of 2012/13 and details complaints and compliments, including Local Government Ombudsman complaints and information on how well we have handled these within the timescales we aim for.

There are no targets in respect of numbers of complaints and compliments as enforcing targets can lead to complaints not being recorded and compliments being solicited in order to meet targets which are have little meaning. Instead we focus on learning from the feedback we receive.

- 3.2 The report also provides an update on other customer service related matters, such as training provision and a recent mystery shopping exercise as requested at the meeting of the 18<sup>th</sup> June 2012.

#### **Financial Implications**

- 3.3 There are no direct financial implications.

#### **Legal Implications**

- 3.4 There are no specific legal issues arising from this report. Any legal issues arising from complaints are dealt with on a case by case basis.

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## **Service/Operational Implications**

- 3.5 The Every Customer, Every Time, Customer Experience Strategy was launched in March 2011 and sets out our vision for excellent customer service provision and improving the customer experience when having contact with the Council.
- 3.6 Quarterly reporting is intended to ensure Members are updated in respect of customer feedback, especially complaints made in respect of service provision.
- 3.7 Good customer service improves value for money by reducing failure demand. Improvements to the way we handle complaints has resulted in less officer time spent chasing responses and re-investigating.

## **Customer / Equalities and Diversity Implications**

- 3.8 It is important to monitor aspects of customer service to ensure that we are improving and developing. Customers need to know that we respond properly to complaints, act on the issues raised and report on them. Customer feedback is a valuable tool for understanding what is going well, and what not so well, within the organisation. These form vital information for all transformation reviews.
- 3.9 Measures provide us with useful information about what is happening in our organisation and help us to understand where changes may impact.
- 3.10 Although led by the Head of Customer Services, the customer experience strategy applies to all services and progress against the action plan involves offices from many services working together to the benefit of customers.

## **4. RISK MANAGEMENT**

- 4.1 It is important to analyse the Council's complaints or compliments and for the Council to identify whether there are any trends which need to be addressed and any lessons learned in order to improve the Council performance and service to the customer.
- 4.2 Failure to monitor actions in respect of the customer experience strategy could result in failure to progress.

## **5. APPENDICES**

**Appendix 1 - Making Experiences Count - Quarterly Customer Feedback Report Quarter 1 2012/13**

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Date: 10th September 2012

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## **6. BACKGROUND PAPERS**

The details to support the information provided within this report are held by Head of Customer Services

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