

BROMSGROVE DISTRICT COUNCIL

CABINET

5TH DECEMBER 2007

EXTERNAL CUSTOMER STANDARDS AND CUSTOMER FIRST UPDATE

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| Responsible Portfolio Holder | Councillor Mike Webb |
| Responsible Head of Service | Hugh Bennett |

1. SUMMARY

- 1.1 This report puts forward a set of proposed corporate and departmental external customer standards and provides a customer first update.

2. RECOMMENDATION

- 2.1 That Cabinet approve and support the attached corporate and departmental external customer standards.

3. BACKGROUND

- 3.1 Heads of Service were tasked with working with their teams and the Customer First Officer to put together a set of departmental customer standards that will define our level of service to the customer and which can also be used to develop a set of team posters and leaflets.
- 3.2 The brief given was to ensure that the standards were specific to their customers needs and that they were measurable
- 3.3 The Customer First Officer has also put together a set of corporate customer standards which will be the framework for our daily interaction with internal and external customers. These will be our minimum standards. They will be monitored and any areas where we need to improve will be identified and addressed as necessary
- 3.4 The corporate standards plus our departmental customer standards will be published on our website to let our customers know what level of service they can expect from us.

4. CUSTOMER FIRST UPDATE

- 4.1 Configuration and implementation of the customer feedback system is underway and is being managed by the Customer Feedback Project Team. It will be ready to go live in January and will be launched alongside the Customer First Staff Manual and Customer Standards
- 4.2 The Customer First Officer is currently working with staff on a Customer First Staff Manual which will provide a framework for dealing with customers in a

fair and consistent way. It will also set out the standards we will deliver to our customers (corporate standards) and the standards expected of our staff. It will be a key working document, providing tips and guidance on how we can improve the customer experience. It will also contain instructions for the new customer feedback system and a new complaints process. The manual will be issued to each member of staff and will be also be available on the intranet.

- 4.3 To reinforce the messages in the Customer Manual, a Customer First training course is being planned for early next year. This course will be compulsory for all staff and will cover instructions on how to use the customer feedback system, our telephone protocol, and the new complaint procedure and customer standards.

5. FINANCIAL IMPLICATIONS

- 5.1 Budget approved.

6. LEGAL IMPLICATIONS

- 6.1 Customer Standards may be used in Ombudsman cases.

7. COUNCIL OBJECTIVES

- 7.1 Objective 2 - Improvement. – Customer First is a corporate value.

8. RISK MANAGEMENT

- 8.1 The main risks associated with the details included in this report are:

- Lack of Support from staff and management

- 8.2 These risks are being managed as follows:

- Lack of support from staff and management
Risk Register: Corporate Communications, Policy and Performance
Key Objective Ref No: 2
Key Objective: Effective Customer First Strategy

9. CUSTOMER IMPLICATIONS

- 9.1 Customers will have a clear set of standards which will define our level of service.
- 9.2 There will be an improved, easier to use formal complaint system.
- 9.3 We will able to capture customer data more effectively to help improve services and reduce complaints.

10. EQUALITIES AND DIVERSITY IMPLICATIONS

- 10.1 A meeting is being arranged with the Equalities Officer to discuss the contents of this report and identify any issues

11. OTHER IMPLICATIONS

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| Procurement Issues | Purchase of system |
| Personnel Implications | Training. |
| Governance/Performance Management | Monitoring of Customer Standards |
| Community Safety including Section 17 of Crime and Disorder Act 1998 | No |
| Policy | No |
| Environmental | No |

12. OTHERS CONSULTED ON THE REPORT.

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| Portfolio Holder | |
| Chief Executive | Yes |
| Corporate Director (Services) | At CMT |
| Assistant Chief Executive | Yes |
| Head of Service | As above |
| Head of Financial Services | Yes |
| Head of Legal, Equalities & Democratic Services | Yes |
| Head of Organisational Development & HR | Yes |
| Corporate Procurement Team | Yes |

13. APPENDICES

Appendix 1 External Corporate and Departmental Customer Standards

14. BACKGROUND PAPERS

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