



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

**Making Experiences Count
Quarterly Customer Service Report**

BROMSGROVE DISTRICT COUNCIL

1 January 2016 – 31 March 2016



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 January 2016 to 31 March 2016.

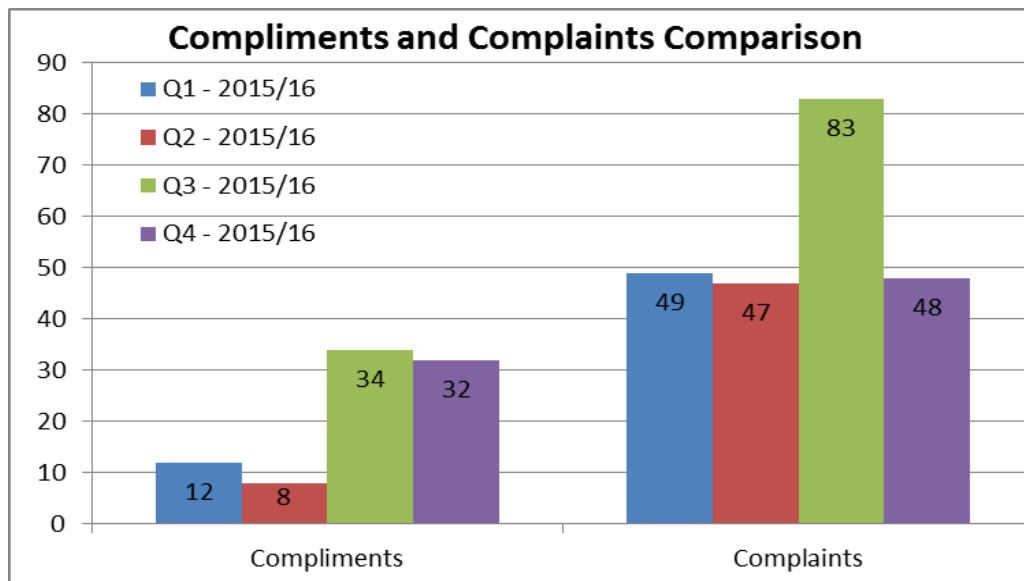
It also provides information about the customer demand received through the customer service team and payment channels.

2. Customer Feedback Analysis

48 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. A sample of complaints received can be found at the end of this report in Appendix 1.

We also received **32** compliments.

This chart shows number of complaints and compliments per quarter in 2015 – 2016.



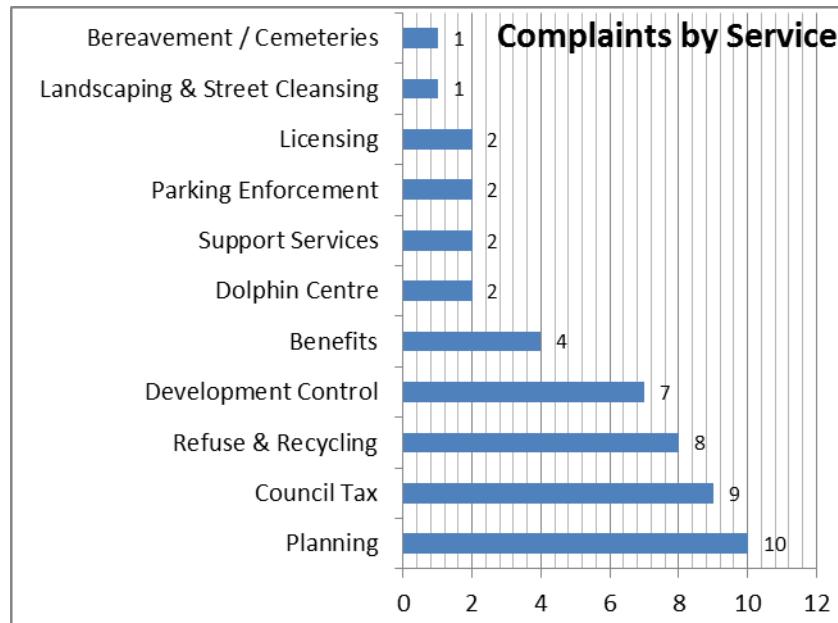
We can see from the comparison chart above that last year that there were 40 less complaints in the same quarter this year.

The common themes in the complaints received this quarter were:

- Lack of understanding of our processes
- Delays in customer contact with services

Number of complaints by service (detailed)

The following table provides a more detailed breakdown of complaints by service for Qtr.4. 2015/2016 This includes all complaints and MP enquiries.



“You said – we listened” – what have we changed as a result of complaints?

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

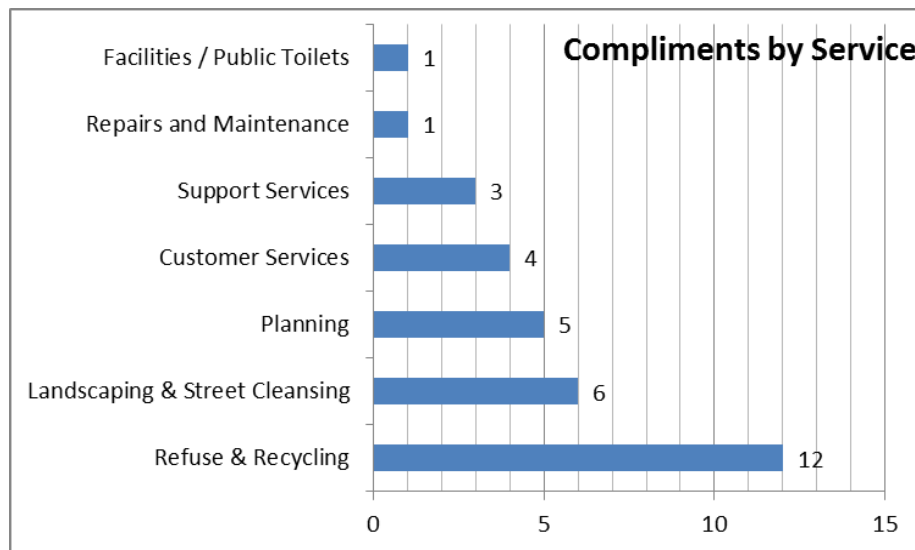
- Complaints process now advises Officers to make contact as quickly as possible after receiving the complaint, preferably by phone or face to face. This has improved the time taken to resolve majority of complaints quickly.
- Provide full explanation to customer and check their understanding

Number of MP enquiries

During Qtr.4 there were 24 MP enquiries

Happy Customers!

From the 32 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.



Sample of the compliments received during Qtr.4 2015/2016.

Customer Services

Mrs Jones attended the centre to make a payment and said that Andy was very helpful in resolving her query regarding the payment and she said she felt much more relieved about it after speaking to Andy.

Nicki is great, she's fantastic, she's really helpful, she's made sure I've got all the details I need for my enquiry.

You've been so helpful you and Kelly (Work Experience) I wouldn't have got this sorted out. You've both been really good. I got a good service coming here, thank you. (Blue Badge application)

Environmental Services

Dear Councillor Jones, On behalf of The Royal British Legion and the residents of Catshill, I would like to express my sincere thanks for sorting out the fallen tree at the War Memorial earlier this week. Could you please convey our thanks to the team who carried out the work? It is such acts that enable us to maintain the War Memorial as a permanent reminder of those men from Catshill who have made the ultimate sacrifice for their country and never returned home. Once again, thank you all.

Refuse/Recycling(RBC/BDC) + Street Cleansing for BDC

On Friday afternoon she reported moss on the pavements today 11/1/2015 team went out and sprayed the pavement very prompt service

Residents in Windsor Street want to compliment Shaun Nash on how clean Bromsgrove area is kept.

Resident has advised that Shaun the sweeper driver, was in the area 18/02/2016 and he went out of the way to clear the brook in the area of Crown Close, The resident advised that he was removing the rubbish from the brook and this would allow the brook to flow more freely, and that he went out of his way and did an excellent job and the resident was advised

that Shaun was polite and well-mannered when he and the resident had a conversation.

Just wanted to pass on a huge thank you to the waste crew in Bromsgrove yesterday who assisted my daughter. It was her first day out in her car & the car cut out at a roundabout (believe it was at Oakalls or Town Centre) in Bromsgrove. The guys managed to push her car out of the way of harm. Don't know which crew it was but just really grateful with a massive thank you to them.

Planning

Impressed with how helpful everyone she has dealt with in the Planning department has been and wishes everyone was as helpful as us. Believes there must be something in our culture which means we are customer friendly! She said how she was really pleasantly surprised that Ruth Bamford had personally rung her back when she didn't have to.

Went on site meeting (11/03/2016 09:30) with agent and applicant. Agent was complimenting the way that Bromsgrove Council work, and that it is better than Birmingham City Council. He said that we do not wait until the 8 week deadline to issue a refusal and contact applicants right away to work together for an approval scheme. He mentioned that he is a local businessman in the area and has used the Council often.

3. Local Government Ombudsman Complaints

There was 1 complaints referred from the Ombudsman this quarter.

4. Customer Service Centre Information

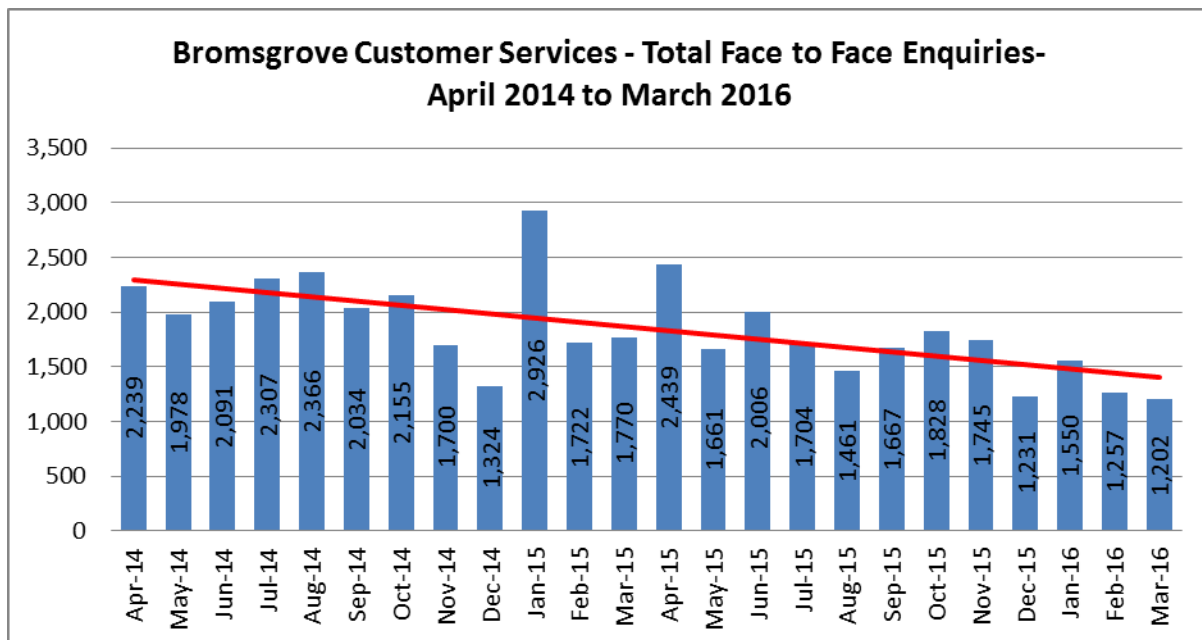
This section provides some statistical information in respect of the amount of customer demand received via the telephone, face to face and through our payment channels.

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.

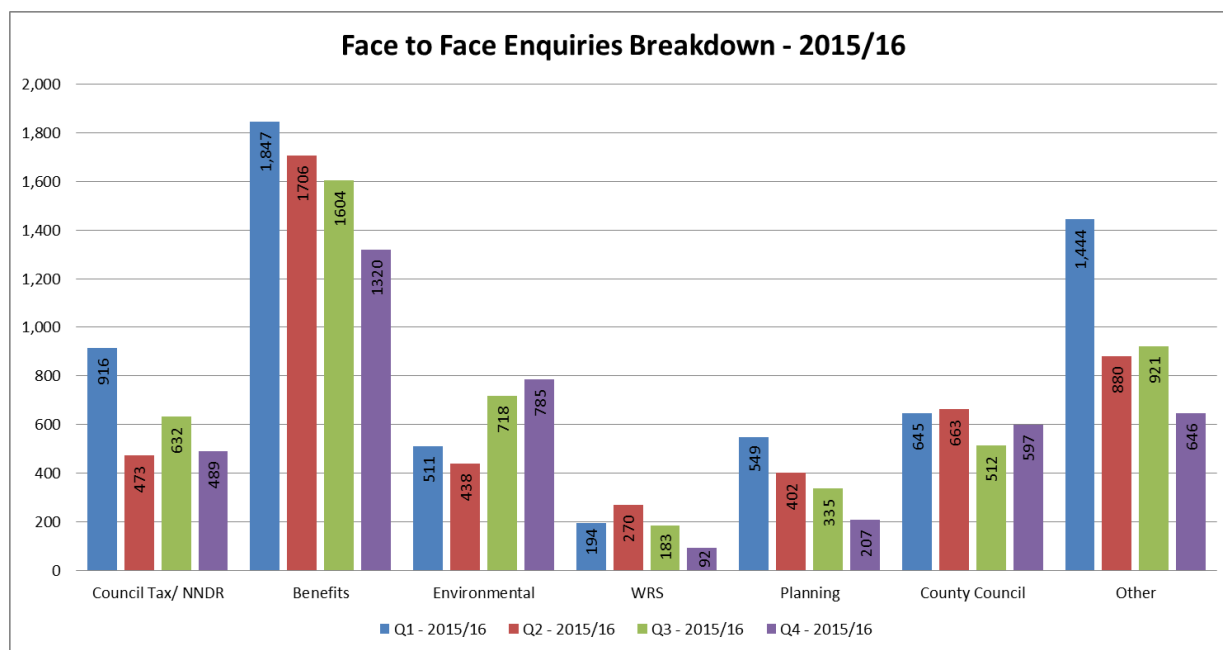
The following tables and charts show the numbers of customer transactions recorded and trends over time.

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 2014 to March 2015. 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 all quarters in 2015/2016.



In the data shows that demand in Benefits, WRS, Planning and Council Tax has reduced compared to the previous quarters. This is a trend we would normally expect for this time of year.

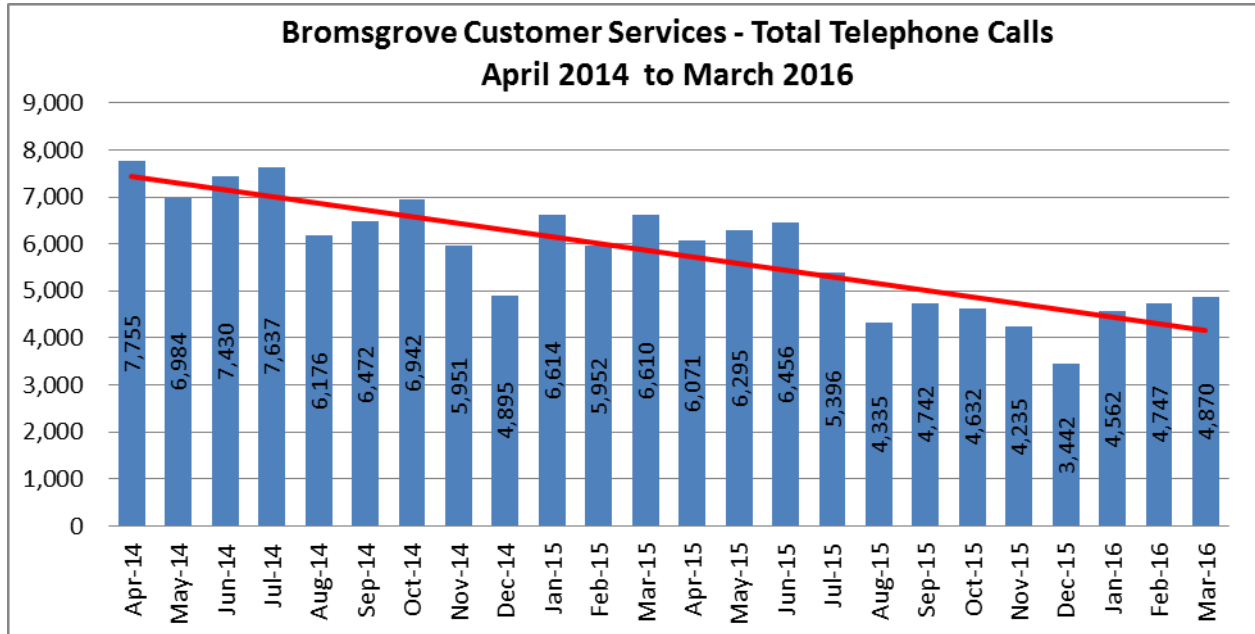
The decrease in the number of benefits face to face enquiries is a result of a trial that has been introduced at the customer service centre, enabling officers to have 'understand me' conversations with each customer. This is with the aim of understanding why the customer has made the initial contact, with the purpose of reducing the need for the customer to make repeat unnecessary contact. It also enables us to identify customers with complex enquiries who need to support of a specialist officer. In most cases this resolves the enquiry at the time, which means customers not having to make repeat visits.

The Financial Inclusion Team (FIT) to deal with the majority of customers with complex life events. These officers take ownership of the customer, and bring in other specialists as and when required, reducing the need for the customer being sent to different places.

Telephone demand received

The following chart shows the total telephone calls recorded on the customer service systems from April 2014 until the end of March 2016

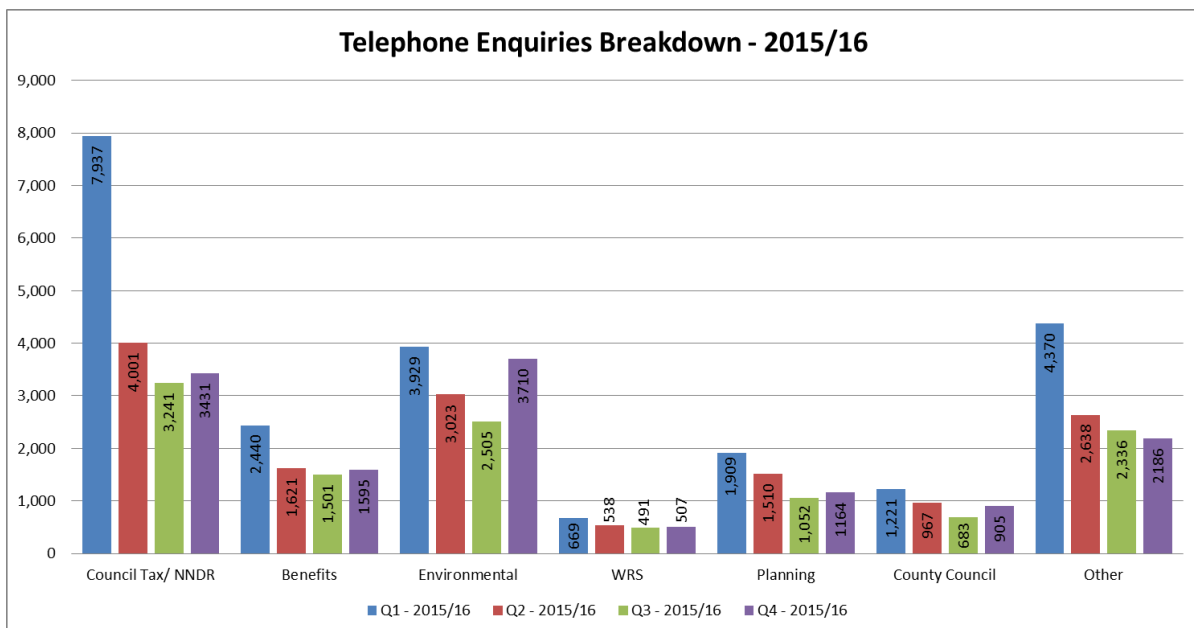
The data shows an overall reduction in calls in quarter 4 2015/2016 compared with quarter 4 2014/2015



Telephone Demand

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

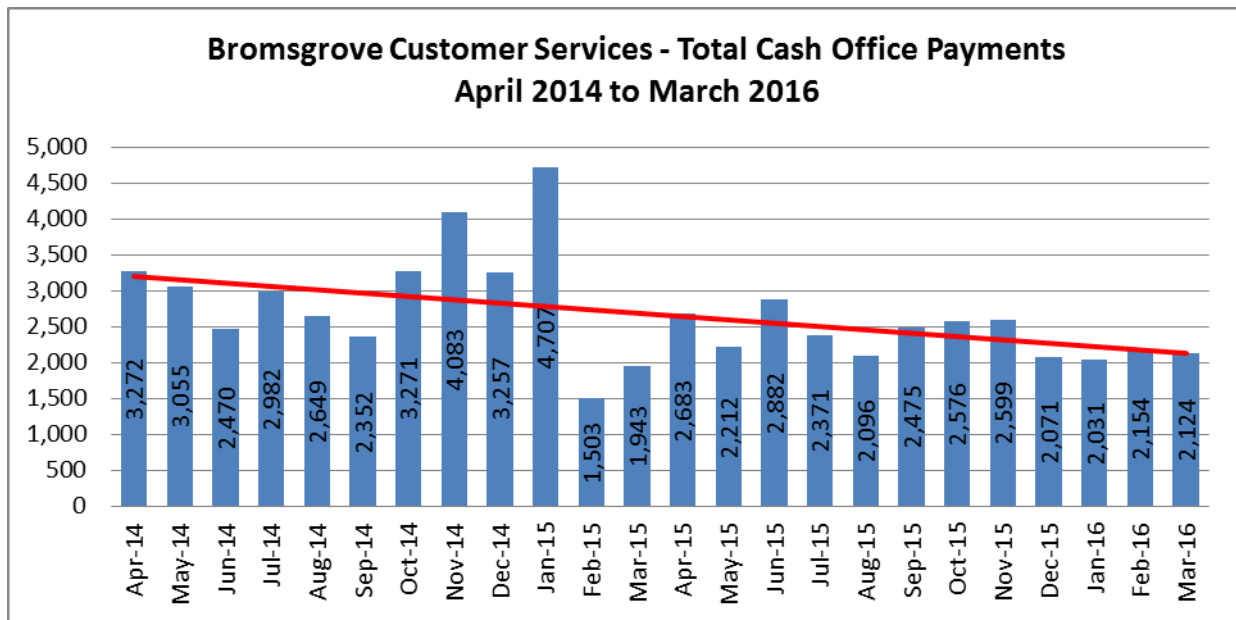
Council Tax/ NNDR, Benefits and Environmental calls go through to the service direct which means the caller enquiry is answered by Officers with the knowledge of the service.



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 2014 – March 2016.

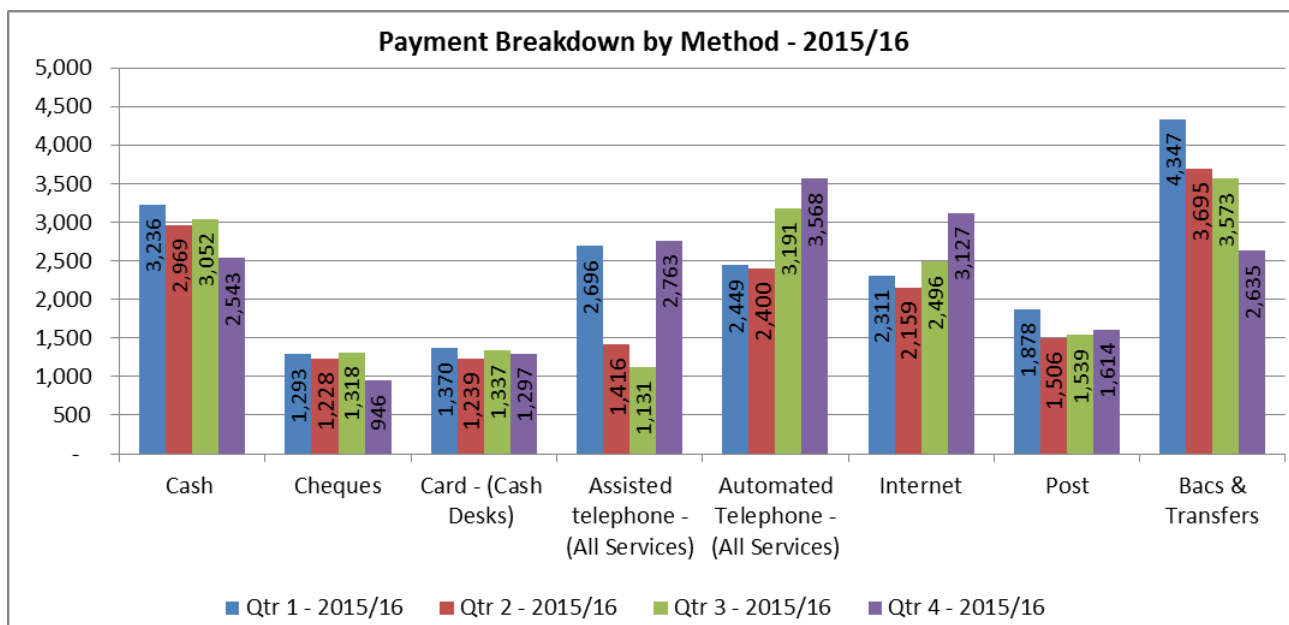
Comparison shows a consistent level in payments through the cash office from April 2015 to March 2016.



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

This table shows a reduction in cash payments during quarter 4 2015/2016 and an increase in Automated Telephone and Internet payments. This evidences customer confidence in using automated payment methods available at a time that suits them.

We can also see an increase in assisted telephone payments during quarter 4. The majority of these payments are for Environmental Services, i.e. Garden Waste.



Appendix 1

BDC Sample Complaint Details January – March 2016

Complaint details	Action taken
Benefits	
Customer said he wrote to the Benefits section on 7th December but did not receive a reply.	Officer spoke to customer and apologised for the length of time taken to respond, and resolved the enquiry.
Council Tax	
Customer contacted the MP as she has cancer and the Council has instigated enforcement action to recover unpaid Council Tax.	Telephoned customer and explanation provided that recovery had been suspended pending information required. This information has not been received. Recovery procedures suspended again giving customer chance to send the necessary information to the Council Tax Department.
Customer unhappy with the way they were dealt when trying to resolve the fact that they have been charged double for 2 months. Customer was trying to enter into an agreement to repay as she was going to struggle to pay it all in one payment.	Apology given and arrangement for payment set up.
Development Control	
Concerns about procedures for planning permission relating to the Norton Farm development.	Contact with customer and full process explained.
Licensing	
Asking for explanation for the proposed changes to the by- laws for the taxi business. Customer has a meeting MP and MP's office is asking if a response could be sent before that meeting date.	Response sent explaining the process
Parking Enforcement/Workshop/Stores	
Taxi driver in Bromsgrove - He had booked a mid-term test on 16th February at 2pm at BDC Depot. He arrived at 1.40pm and when he went to hand in his keys at reception, was told they could not test his vehicle because they were	Officer spoke to customer and apology given for double booking and explanation regarding vehicle test failure. Customer requested response in writing.

<p>double booked. He was offered an appointment the following day, but couldn't do that because of a hospital appointment. He had a full refund. Was offered a free retest for today, 22nd February. On the 16th, he had a pre- test at an independent garage in Birmingham which was fine (and he had spent money beforehand to prepare the vehicle). He took the vehicle in for its test today (22nd Feb) and it has failed on 8/9</p>	
<p>Planning</p>	
<p>Enquiry regarding the future impact of the Bromsgrove station train platform extension, increased traffic on A38 and additional housing created in Aston Fields.</p>	<p>Officer responded answering all customer enquiries</p>
<p>Refuse/Recycling(RBC/BDC) + Street Cleansing for BDC</p>	
<p>Customer had advised that he is not happy in regards to the letter that was received sent in regards to payment via direct debit for the garden waste service. Please see attached letter from resident that we have received.</p>	<p>Letter sent to customer explaining the approach officers, O&S Committee and Cabinet had taken to facilitate payments for this service</p>
<p>Received e-mail notification from Resolver website to alert that customer has not had complaint dealt with already. Has an issue that the bin crews are driving over the grass verge outside his house which is churning up the ground. He says that the bin lorry can and have got through the road, so doesn't understand when some drivers mount the curb. Can we ring to discuss the issues here?</p>	<p>Officer called customer to discuss complaint and crew spoken with.</p>