



CAI.23 12/13
Challenge and Improvement Committee
Date 29 January 2013

**Subject: Update on Customer Excellence Programme**

Report by: Alan Robinson	Head of Revenues, Benefits and Central Services
Contact Officer:	Lyn Marlow Team Manager. Customer Strategy and Services 01427 676 684 Lyn.marlow@west-lindsey.gov.uk
Purpose / Summary:	To advise members about the work being undertaken to deliver the Customer Experience Strategy

**RECOMMENDATION(S): Report is noted and date set for further update**

**IMPLICATIONS**

**Legal: None**

**Financial : None**

**Staffing : None**

**Equality and Diversity including Human Rights : Implementation of the various projects within the programme will ensure that our services are offered in a variety of ways, making them more accessible, offering choice, being able to react quicker to customer requests and helping the customer to help themselves where appropriate.**

**Risk Assessment : N/A**

**Climate Related Risks and Opportunities : N/A**

**Title and Location of any Background Papers used in the preparation of this report:**  
Details of individual projects within the programme monitored by ECB

**Call in and Urgency: Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?**

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)      **Yes**       **No**

**Key Decision:**

A matter which affects two or more wards, or has significant financial implications      **Yes**       **No**

## **1. Introduction**

1.1 Customers are at the heart of what we do and we need to ensure that our services meet the needs of the customer in terms of:

- Ensuring our services are customer led and designed in collaboration with customers
- That they are accessible to all who want to use them and that we offer a variety of channels through which customers can access our services
- That the outcomes of the services we provide deliver the outcomes customers need

1.2 Following a report to this committee on the 11 September 2012 members requested regular updates to this committee on progress on delivery of the strategy

1.3 Where possible attempts are being made to try to dovetail projects with each other in order to cut down on workload of officers. For example the planning improvement plan will dovetail with a number of projects.

## **2. Projects**

### **2.1 Website**

- Survey work commenced with customers
- The Citizens' Panel questionnaire included a series of questions about the website, this is currently being analysed and will be reported next time.
- Email questionnaire sent out to all Parish Councils and Councillors to ask them to specifically comment on planning website pages (dovetails with planning improvement plan project)
- Internal workshop being held on 23 January 2013 to think about what we want from the website. Our starting point will be that we do not currently have a website so how would we like the website to look and operate.
- Following on from workshop and feedback from survey work project brief to be scoped
- Discussion and feedback required from February Wider Management Team.
- A variety of statistical information is currently available and is being analysed. Appendix provides a flavour of what information we can currently access.

## **2.2 Choice**

- A soft launch of assisted self serve has commenced within the Guildhall reception and Market Rasen area office two PCs are available in the Guildhall and one at Market Rasen for customer use. Basic instructions are available for customers on how to access services and posters are being printed to promote this. Staff will also sit with customers and show them how to self serve.
- The Universal Credit pilot has begun and 3 additional self service terminals have been installed in reception. Initially these 3 terminals will be used for UC only but the long term intention is to enable them to allow access to our website and other public sector website for customer use. This will ultimately mean we will have 5 public use terminals within reception.
- Discussions are underway with voluntary services to allow all the 5 terminals to access their website in order to promote volunteering opportunities.
- This project also dovetails into the website project

## **2.3 Planning Improvement Plan**

- Since 22/10/12 Duty officer system amended. All planning calls are now dealt with by Customer Services in the first instance. Calls that Customer Services are unable to deal with are turned into call back. The Duty Officer deals with these between 3-5pm on the same day. Progress is monitored daily by Customer Services and Lyn Marlow and outstanding call backs are escalated to Team Managers, Heads of Service and if required Director.
- Civica upgrade booked for January 2013 which will enable planning to take customer payments at point of contact.
- Migration of complaints, comments and compliments to Minerva underway which will help provide understanding and visibility of what customers are saying about planning services. The launch of the new system will be 1 April 2013 and training for staff will take place in March 2013. This dovetails with the project 2.4 for the whole council.
- Customer Experience training course designed and to be branded and delivered during 2013. This dovetails with project 2.7 to provide this training across the whole council during 2013/14.

## **2.4 Implement a new Compliments, Comments and Complaints system.**

- New system designed and testing to take place during January 2013.
- Procedure will need to be written and training provided to all Team Managers, Heads of Service and Directors on how to use the system
- Performance monitoring system will be in place with this new system which will enable instant reporting to take place on an individual, team, service, Directorate or Council wide scale.

- Go live date for the new system will be 1 April 2013 in order to establish clear demarcation between compliments, comments and complaints received in 2012/13 to those received in 2013/14.

## **2.5 Implement a corporate system of Customer Engagement**

- Discussion paper created for Core Management Team October 2012
- Agreement that Katy Allen will work with Lyn Marlow on Customer Engagement commencing January 2013
- Workshop on 14 January to scope our requirements, create project initiation document and prepare a workshop for Wider Management Team.
- Meeting on 28 January 2013 with Governance International about co-production with our partners in relation to future Customer Engagement

## **2.6 Create and roll out a Parish Council and Councillor Enquiry form as another option for making contact with officers**

- Form for Parish Councils and Councillors created.
- Form to be rolled out to Councillors 4 February 2013
- Form to be rolled out to Parish Councils on 4 February 2013
- Form to be placed on extranet, for Councillor use

## **2.7 Roll out Customer Experience Training to all WLDC employees**

- Training designed.
- Pilot to commence with planning team in April 2013
- Roll out across the whole Council during 2013/2014

## **2.8 Create and roll out Customer Standards across the Council to support “working where the work is” and the implementation of the Customer Access Strategy**

- Project on hold with review to take place February 2013 to decide when project will commence
- That being said a protocol has been created for answering the telephone and emails and is currently out for consultation with Team Managers and Heads of Service
- The telephone and email protocol has been passed to Councillors Welburn and Howitt-Cowan for comment
- The protocol will be rolled out once the consultation has concluded and comments have been taken on board

## **2.9 Collate & regularly report on Customer Insight Data.**

- Project on hold with review in February 2013 to decide when project will commence
- Where data easily accessible the data will be used to inform projects for example the website project

## **2.10 Review of current and future Customer Hubs and/or a Mobile service**

- Project on hold with review in February 2013 to decide when project will commence

### **3 Member Group**

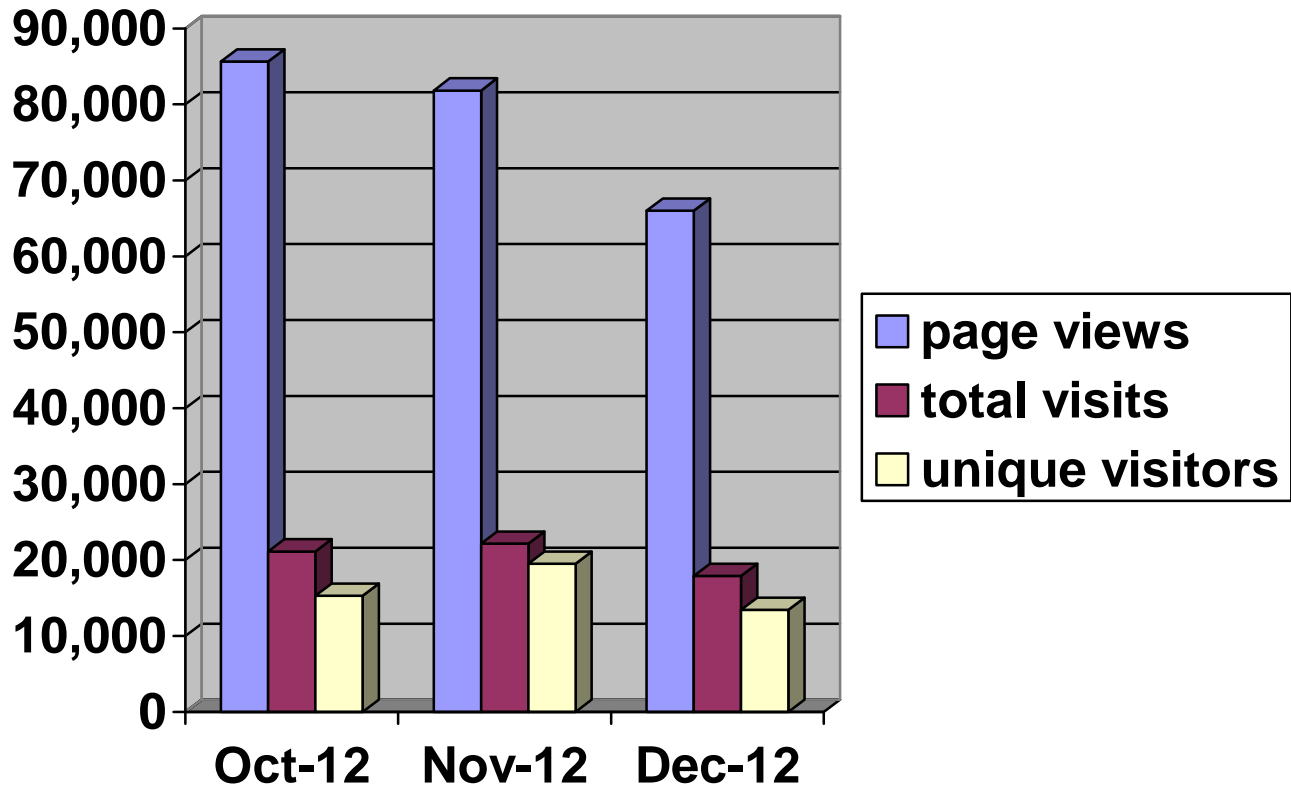
Councillor Howitt-Cowan and Welburn are part of our members group and have spent two days in the offices shadowing staff.

The first day was within Customer Services and the second was within Planning. Both Councillors made comments about how they felt matters could be improved and these have been passed to Darren Mellors for incorporating into the In-depth Reviews

Both members have had input into the difficult customer protocol which will in future cover both staff and councillors and their dealing with customers. Training has been arranged for members on this in March 2013

The new protocol will be rolled out to staff by end of January 2013

## Appendix A – website information



Example of pages viewed by department

