



**Corporate Policy and
Resources Committee**

Thursday 14th April 2022

Customer Feedback Policy (previously Customer Experience Policy)

Report by:

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Purpose / Summary:

To inform Members of the Corporate Policy and Resources Committee of updates made to the Customer Feedback Policy (previously Customer Experience Policy) and to gain their agreement prior to it being implemented and published online.

RECOMMENDATION(S):

1. That Members of the Corporate Policy and Resources Committee welcome the amendments and additions that have been made to the Customer Feedback Policy (previously Customer Experience Policy).
2. That Members agree to the amendments and additions prior to it being implemented and published online.

IMPLICATIONS

Legal: None arising directly from this report.

Legal Services advised a review of the policy was required.

Financial: None arising directly from this report.

FIN REF: FIN/3/23/CPR/SL

Staffing: None arising directly from this report.

Equality and Diversity including Human Rights :

The policy updates have been reviewed by a member of the Disability Network, their comments were taken into account and necessary amendments were made. An Equality Impact Assessment has been completed which is included at the end of this report.

By understanding, in more detail about how customers interact with the Council means we will be able to address issues that are preventing them from access services in an equal manner.

Data Protection Implications: Any data or information submitted with customer feedback is handled in line with data protection and retention policies.

Climate Related Risks and Opportunities:

None arising directly from this report.

Section 17 Crime and Disorder Considerations:

None arising directly from this report.

Health Implications:

None arising directly from this report.

Title and Location of any Background Papers used in the preparation of this report :

Not Applicable

Risk Assessment :
Not Applicable

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

X

Key Decision:

A matter which affects two or more wards, or has significant financial implications

Yes

No

X

Purpose of report

This report is to advise the Corporate Policy and Resources Committee of the updates and amendments that have been made to the previous Customer Experience Policy, mainly in relation to the complaints process (what is covered/in scope) and unreasonable customer behaviour sections.

The policy has been renamed the Customer Feedback Policy in order to avoid any confusion with the new 'in progress' Customer Experience Strategy.

Agreement from members of the committee regarding the additions being made is required prior to the updated policy being implemented and published on the West Lindsey District Council website.

Background

In 2017 the West Lindsey District Council complaints process was reviewed and refreshed and the new Customer Experience Policy Complaints Process was implemented on the 1st January 2018.

Learning has taken place since the policy was implemented and feedback from various sources has been received, all this has been taken into account when the new Customer Feedback Policy has been written.

Following feedback via committee, management team, legal services and learning/experience over the last few years the Customer Experience Policy has been updated. In particular the complaints process side of things, what is in scope and what isn't and what action we will take when a customer or complainant becomes vexatious or difficult (this is in line with the recently updated difficult and challenging customer policy).

The policy has been reviewed by the Customer Services and Strategy Manager and Management Team, it has also been examined by a member of the Disability Network, their comments were taken into account and necessary amendments were made. An Equality Impact Assessment has been completed which is included at the end of this report.

The reasons why these updates have been carried out is because the Customer Experience Officer and Team Managers were keen to get a more stringent list in place of what is out of scope. This stems from us having to accept complaints regarding something that happened 20 plus years ago and officers having to spend weeks/hours of time investigating them in order to respond when in reality and in line with other authorities and the Local Government and Social Care Ombudsman we shouldn't be as it is not in the public interest to do so.

Feedback received via legal services suggested a review and updates were required in order to make it clear what action would be taken against difficult customers, including the fact that an injunction may be sought in some extreme cases and that we reserve the right to involve the police if appropriate, work has also taken place to ensure that it is in line with the current difficult and complex customer policy.

The Customer Feedback Policy will link to the new 'in progress' Customer Experience Strategy once it has been finalised later in the year.

Please find the updated policy on the next pages of this report.

The additions and any amendments that have been made are highlighted in yellow.

Appendix 1 – Draft Customer Experience Policy

Appendix 2 – Equality Impact Assessment for the Customer Feedback Policy 10.11.21