

Service Strategy for Customers Customer Service Excellence Action Plan

Update June 2017

| Theme | Action | Responsibility | Target date | Comments |
|------------------------|--|-----------------------------------|--------------------|---|
| Culture and Leadership | Customer Service Training to be included as part of the induction | Human Resources | November 2017 | Three E-Learning modules are available for staff but to not form part of the mandatory induction program. These modules to be included and compliance monitored |
| Culture and Leadership | A program of ongoing training in relation of customer service to retain focus for existing staff | Customer Services/Human Resources | September 2017 | A program of Customer service training to be included in the corporate training plan |
| Customer Experience | Training on complaint handling | Customer Services/Human Resources | December 2017 | Complaint handling training to be rolled out to all relevant staff |
| Service Design | Review of customer satisfaction targets and standards | Management Team /T3 | December 2017 | Ensure targets are relevant and achievable based on benchmarking information |
| Customer Experience | Linked to the Digital | T3/ All staff | December 2017 | Communications plan for |

APPENDIX 2

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| | Strategy – continue to encourage customers to self serve where available | | | improved digital engagement |
| Service design | Greater understanding of the top 100 customer contacts | Dave McKenlay | April 2018 | Service Demand to support savings project implementation |
| Service Design | Wider roll out of the consultation software Citizen Space where appropriate | Digital Engagement Officer | April 2018 | Opportunities for improved consultation identified and new software utilised |
| Customer Experience | Customer Journey mapping exercise for My Account to influence improvements | Customer Insight Officer | December 2017 | Customers identified and interviews taking place to understand their experience of using My Account. Recommendations of improvements being made. |
| Culture and Leadership | Shadowing to be encouraged across services to support staff to have better insight into other service areas | All Staff / T3 | December 2017 | Encourage positive experiences of shadowing and promotion by management in development plans |
| Customer Experience | Seek alternative translation service | Customer Services Team Leader | September 2017 | Following the closure of Language Line, seek alternative options for translation service |

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| Customer Experience | Review of Interactive Voice Response software on the contact center telephone number. | Business Efficiency Steering Group | April 2018 | Identification of project manager to procure and review the IVR for improved customer experience |
| Service Design | Review of the Customer Relationship Management software and links to self service processes | Business Efficiency Steering Group | April 2018 | Project to be implemented linked to the review by the LCC transformation unit . |
| Service Design | Procurement and implementation of new online forms package for customer self service | Business Efficiency Steering Group | December 2017 | Firmstep achieve forms to be converted over to new product as due to be switched off at the end of the year |

What have we done so far :

Culture and Leadership

- Embed Customer Focus competency /behaviors in the appraisal process
- Refreshed the recruitment and selection process making better use of core competencies
- Successfully gained Customer Service Excellence accreditation
- Established a regular reporting process for Complaints and Govmetric
- Established Corporate Service Standards

Customer Experience

- Focus on availability of upto date and accurate information online through the Digital Champions
- Improved monitoring of levels of customer satisfaction and feedback
- Compiled a list of hard to reach groups to be used in consultations and engagement
- Single point of contact established for key customers through the Customer Service restructure and implementation of Snr Advisors

Service Design

- Web Champion role has been reviewed and new Digital Champions with wider remit in place
- Reviewed and launched some key digital processes linked to My Account including moving house, some Council Tax and benefits processes.
- Reviewed and refreshed the corporate Complaints Policy