



Customer Services Update

Sustainable Communities Scrutiny Committee

Paul Bayley
Customer Services Manager
1st September 2011

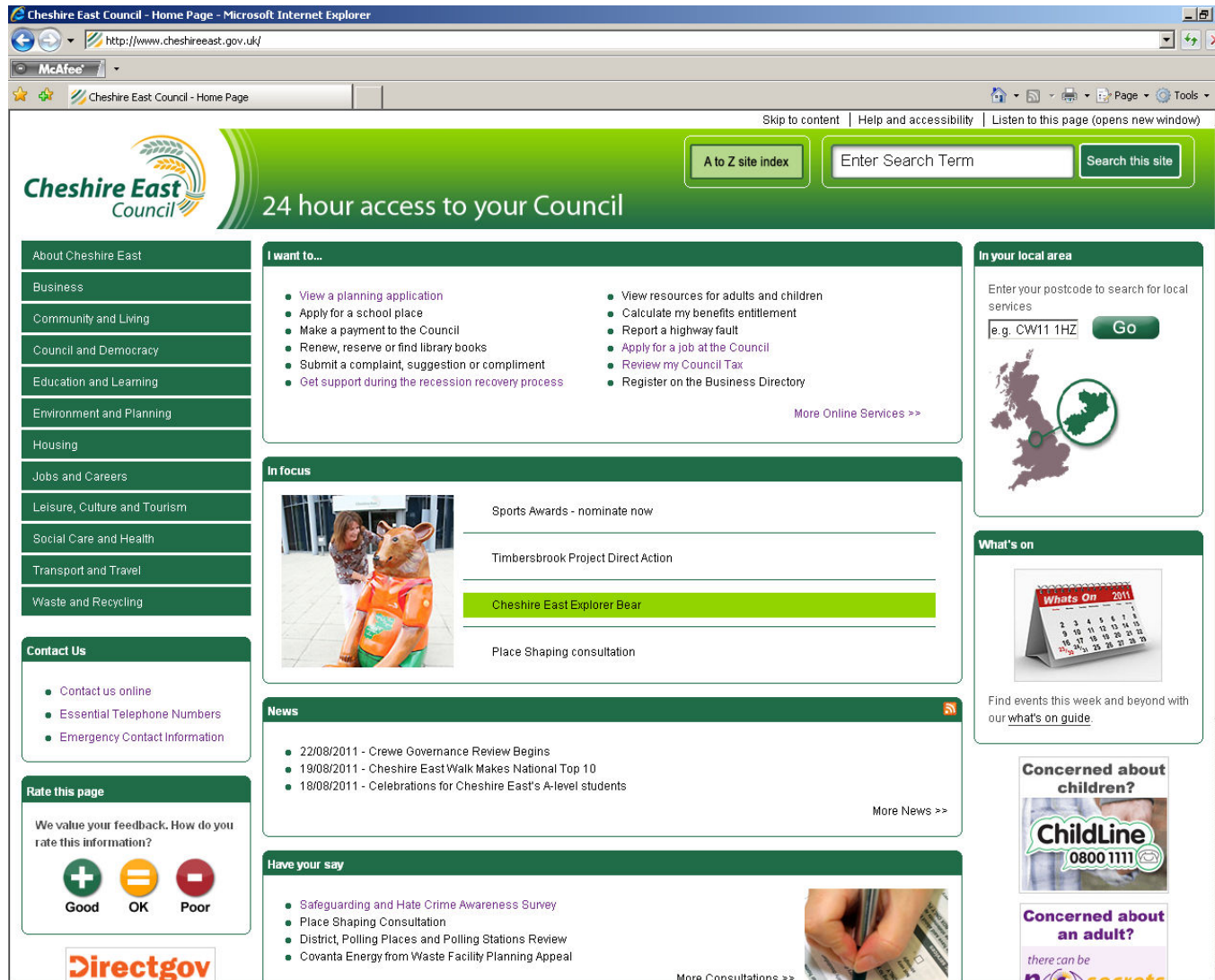
Agenda

- About Customer Services
- KPIs
- Performance Issues
- Customer Services Strategy 2011-14

About Customer Services

- Provide excellent customer service through a choice of access channels with a focus on value for money
- 2010/11 customer volumes
 - We received 2,900,749 visits to our website
 - We answered 475,449 telephone calls in our Contact Centres with an average speed to answer of 20 seconds
 - We received 54,519 face to face visits to our Crewe and Macclesfield Customer Service Centres
- We take the lead on developing and embedding a culture of customer service excellence across the Council, and have established a cross-functional Customer Services Steering Group to ensure a commitment from all services to the aspirations and objectives of the Council's Customer Services Strategy.

The customer experience - web



Cheshire East Council - Home Page - Microsoft Internet Explorer

http://www.cheshireeast.gov.uk/

Cheshire East Council - Home Page

Skip to content | Help and accessibility | Listen to this page (opens new window)

Cheshire East Council

24 hour access to your Council

A to Z site index

Enter Search Term

Search this site

About Cheshire East

Business

Community and Living

Council and Democracy

Education and Learning

Environment and Planning

Housing

Jobs and Careers

Leisure, Culture and Tourism

Social Care and Health

Transport and Travel

Waste and Recycling

Contact Us

Contact us online

Essential Telephone Numbers

Emergency Contact Information

Rate this page

We value your feedback. How do you rate this information?

Good OK Poor

Directgov

I want to...

- View a planning application
- Apply for a school place
- Make a payment to the Council
- Renew, reserve or find library books
- Submit a complaint, suggestion or compliment
- Get support during the recession recovery process
- View resources for adults and children
- Calculate my benefits entitlement
- Report a highway fault
- Apply for a job at the Council
- Review my Council Tax
- Register on the Business Directory

More Online Services >>

In focus

Sports Awards - nominate now

Timbersbrook Project Direct Action

Cheshire East Explorer Bear

Place Shaping consultation

News

- 22/08/2011 - Crewe Governance Review Begins
- 19/08/2011 - Cheshire East Walk Makes National Top 10
- 18/08/2011 - Celebrations for Cheshire East's A-level students

More News >>

Have your say

- Safeguarding and Hate Crime Awareness Survey
- Place Shaping Consultation
- District, Polling Places and Polling Stations Review
- Covanta Energy from Waste Facility Planning Appeal

More Consultations >>

In your local area

Enter your postcode to search for local services

e.g. CW11 1HZ

Go

What's on

Whats On 2011

Find events this week and beyond with our what's on guide

Concerned about children?

ChildLine

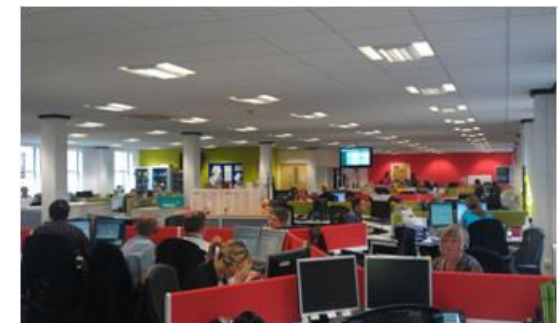
0800 1111

Concerned about an adult?

there can be secrets

The customer experience - telephone

- Cheshire East 'essential numbers'
 - 0300 123 5010 Social Care and Health
 - 0300 123 5011 Waste and Recycling
 - 0300 123 5012 Children, Schools and Families
 - 0300 123 5013 Council Tax and Housing Benefits
 - 0300 123 5014 Planning
 - 0300 123 5015 Environmental Health and Licensing
 - 0300 123 5016 Elections
 - 0300 123 5017 Housing
 - 0300 123 5018 Leisure, Culture and Tourism
 - 0300 123 5019 Births, Deaths and Marriages
 - 0300 123 5020 Roads, Transport and Parking
 - 0300 123 5021 Community Safety
 - 0300 123 5500 Cheshire East Information Line
 - Lines open 8.30am-5pm Monday to Friday
 - Out of hours Emergency Control Centre 0300 123 5025
 - Social Care Out of Hours team 0300 123 5022



The customer experience - face to face

- Customer Service Centres

- Delamere House, Crewe
- Macclesfield Town Hall
- Civic Centre, Nantwich
- Westfields, Sandbach

- Libraries

- Alsager
- Congleton
- Holmes Chapel
- Knutsford
- Middlewich
- Wilmslow

- Town Council partnership

- Poynton Town Council



Customer Charter



Cheshire East's Customer Charter

What you can expect from us:

We will:

- respect all our customers, dealing with them in a fair, objective, polite and helpful manner
- respond as quickly as possible to all requests for information or services
- respect your right to privacy and confidentiality
- actively seek your ideas and feedback and act on them where appropriate
- apologise if we get it wrong and put matters right as quickly as possible
- ensure our services are as accessible as possible
- deal with our customers' enquiries at the first point of contact until the enquiry is completed or handed to another member of staff

- have confidence in the information we provide to our customers and inform them of service delivery timescales

- where practical, provide interpretation, translation or other support, if requested (an appointment may be required to achieve this).

If you visit one of our Customer Service Centres:

- we will aim to deal with your enquiry within ten minutes of your arrival, or let you know if you may have to wait longer
- we will keep our reception areas clean and tidy and provide up to date information about our services
- if you have made an appointment we will ensure that you are seen on time or kept informed of the reason for any delay and the estimated time that you will be seen.

If you telephone us:

- we will aim to answer your call within 20 seconds
- we will phone you back within one working day if you leave a message
- when the offices are closed we will inform you of our out-of-hours service, together with when the offices will next be open
- your call will be answered by a member of staff, who gives their name and who will take responsibility to ensure that your call is dealt with efficiently.

If you write or send us an email:

- we aim to respond to all letters within ten working days. If this is not possible we will tell you why and give you a response date
- we will respond to your email in full within five working days
- we will respond in large print or Braille if requested

- we will respond to you in plain language.

What we expect from you:

- honesty and as much relevant information as possible to assist us in dealing with your enquiry, letting us know if you have any special needs
- full co-operation and for you to be civil when dealing with council staff – *we will not tolerate abuse, threats or harassment, on or off council premises.*

Let us know

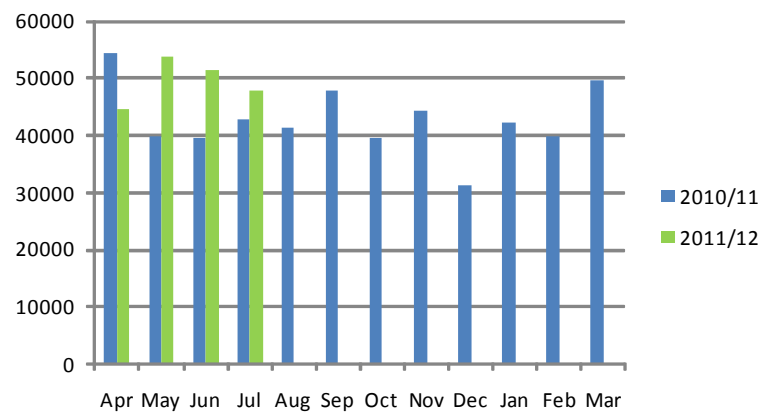
We are committed to delivering the highest possible quality and level of service. We want to know if you are unhappy with any of our services and any suggestions you have for improvement. Our Let Us Know leaflet gives details of our complaints procedure or alternatively you can access the complaint procedure through our website.

KPIs

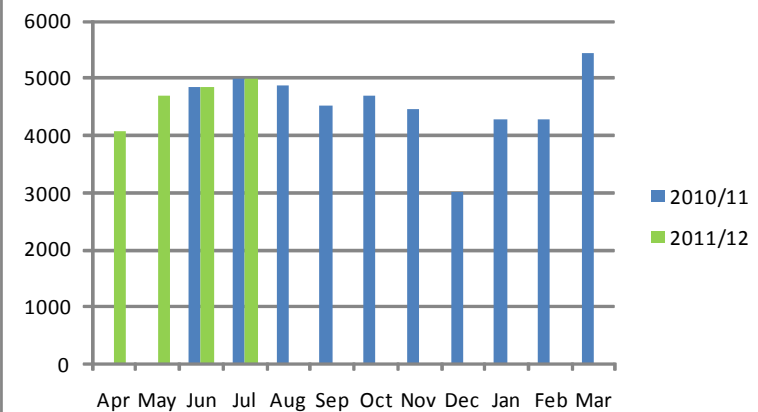
- Website
 - Number of online transactions
 - Less than 1% pages rated as poor
- Telephone
 - Calls received
 - Speed of response - 80% calls answered in 20 seconds
 - Less than 5% calls abandoned
 - Call quality
- Face to face visits
 - Number of visits
 - Average wait time less than 10 minutes
- Number of customer complaints (cumulative)
- Customer Satisfaction
- % enquiries resolved at first point of contact
- Mystery Shopping
- Socitm's annual review of local authority websites

Contact Volumes

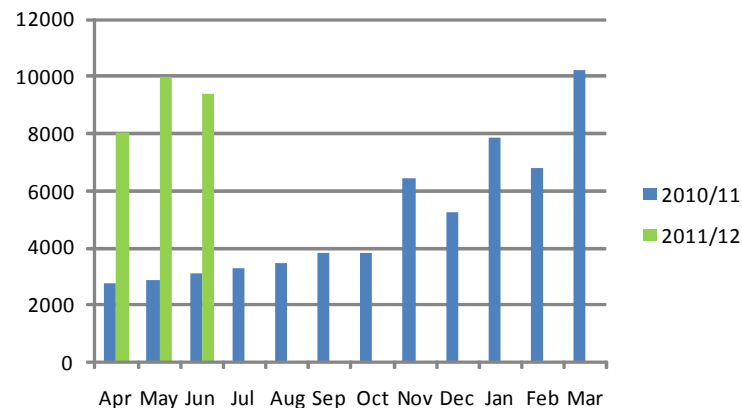
Calls Received



Face to Face visits

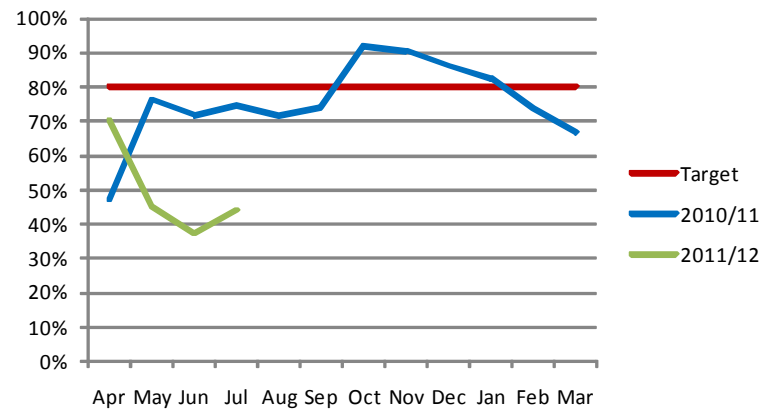


Online Transactions

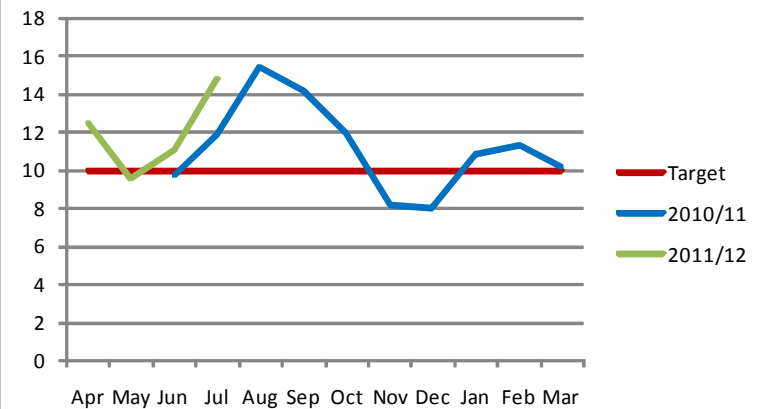


Customer Experience

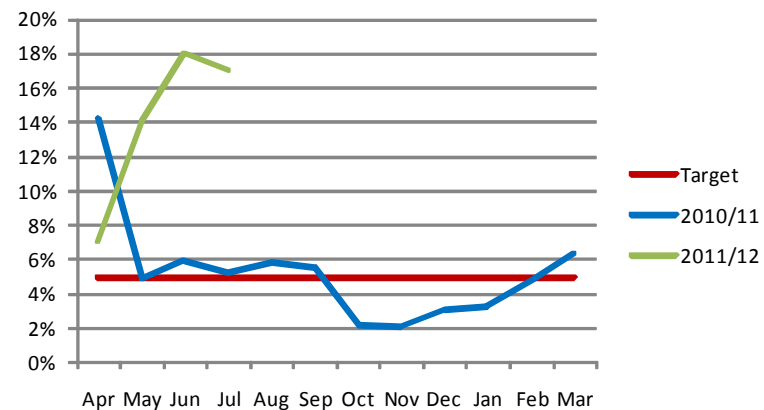
Calls answered within 20 secs



Face to Face wait time

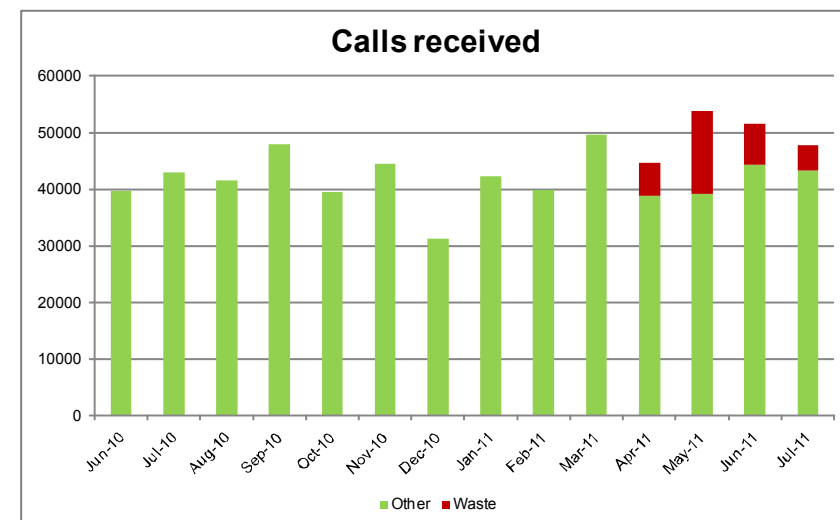
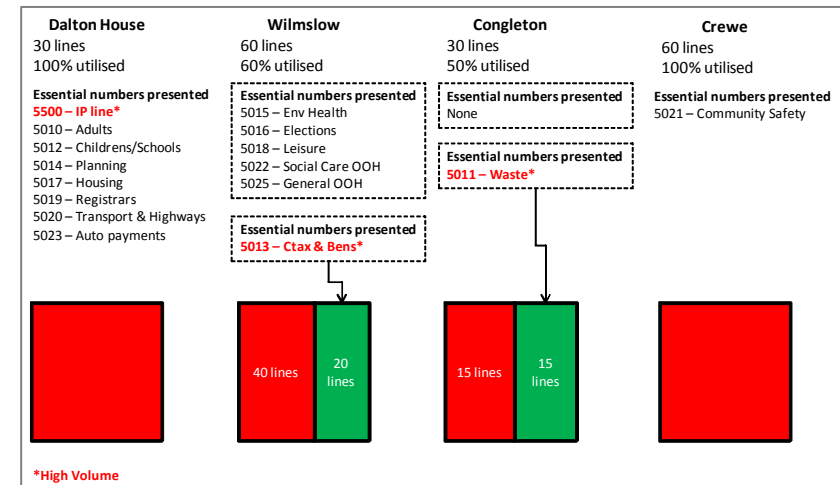


Calls abandoned



Performance issues

- The engaged tone
 - During March, April and May customers calling the essential numbers received the engaged tone at periods of very high call volumes
 - Investigations identified a bottleneck in the telephony infrastructure following the introduction of the essential numbers in June 2010
- Telephone wait times
 - Call volumes have increased by 20% since March 2011
 - Council tax peak and South waste roll out
 - Hidden demand from service migrations into the Contact Centre
 - Backlogs and service issues resulting in avoidable contact, e.g. waste, planning, benefits



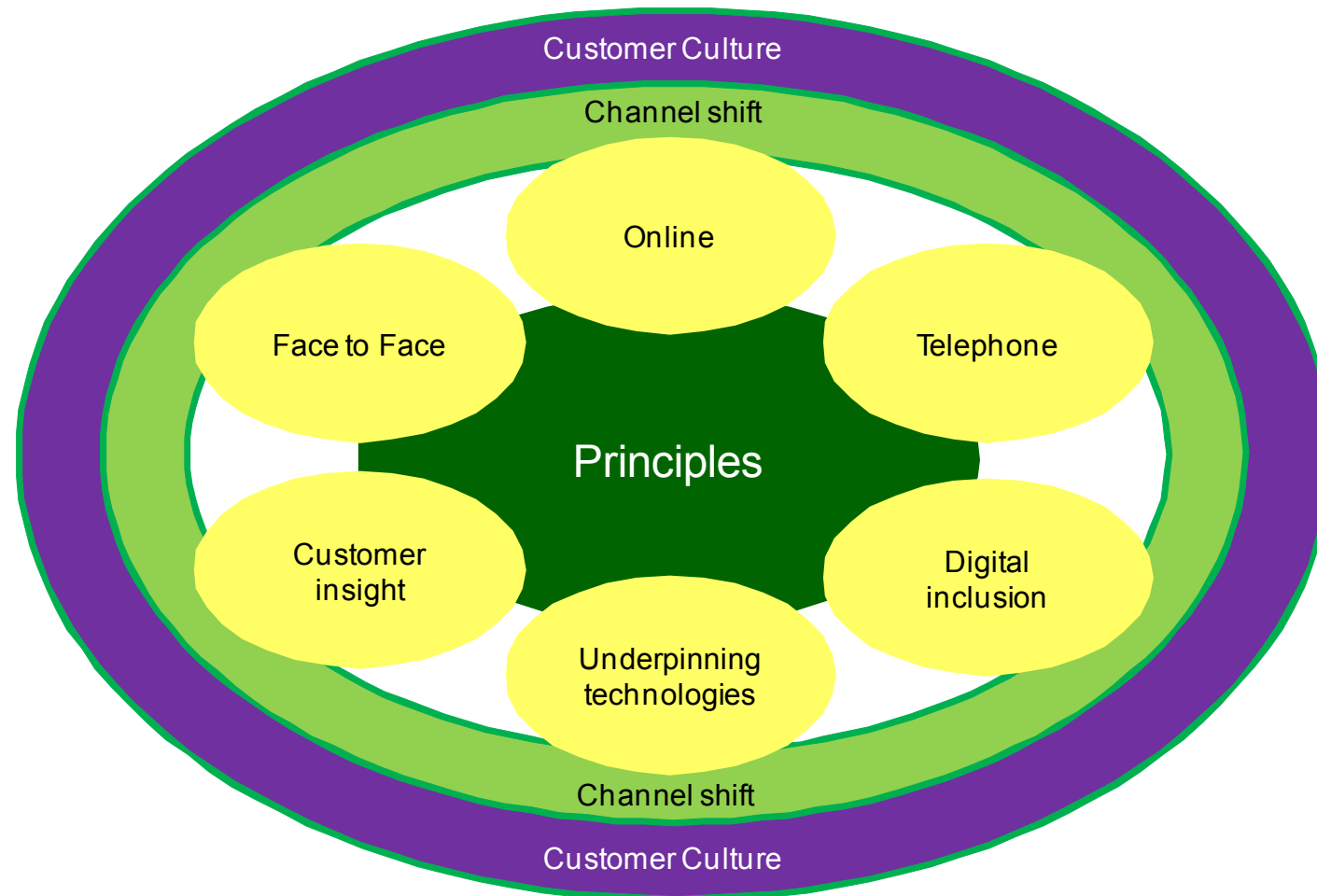
Recovery plan

- Short term recruitment of 12 FTE for waste roll out in north
- Consolidation of Dalton House and Macclesfield contact centres into a single contact centre in Macclesfield to provide greater flexibility and economies of scale
- Investment in resourcing tool to improve forecasting and better match resources to anticipated customer demand
- Continue to encourage web self service – 212% increase in online transactions in Q1 2011/12 vs Q1 2010/11

Customer Services Strategy 2011-14

- Purpose of the strategy is to outline the broad principles that drive the development of an efficient and customer focused operating model across all Council services
 - How customers can access Council services
 - what we can do to better understand customer expectations,
 - how our culture and the behaviours and attitudes of our people is critical to providing customer service excellence.
- Strategy developed through a Customer Services Steering group with representatives from all areas of the Council.
- Cabinet endorsed the new Customer Services Strategy and supported the recommendation to extend face to face customer access across all Cheshire East libraries on 1st August 2011
- <http://centranet.ourcheshire.cccusers.com/customerservices/Pages/CustomerServicesStrategy.aspx>

Strategy framework



Strategic principles

- Provide straightforward, high quality, value for money service through a choice of access channels.
- Put the needs of the customer and local communities at the heart of service design, and develop more connected service delivery through the intelligent use of customer insight data to anticipate related needs.
- Increase resolution at first point of contact and reduce avoidable contact caused by service failures, progress chasing and poor communication.
- Encourage customers to use access channels that are more appropriate to the transaction and cost effective for the Council.

Questions

