

The Customer Experience Strategy was approved by Cabinet in March 2021.

The Strategy will be supported by a Corporate Customer Charter setting out consistent standards across the Council.

To inform the Charter a survey has been issued to ask “What matters to customers”.

A baseline assessment has been issued to all Services to establish how they are adapting to the Strategy and what, if any, additional support they need.

The results of the baseline assessment will inform a Service action plan

Review of customer
consultation,
engagement &
feedback

Development of data
insight tool

An approach to a review of consultation, engagement & feedback is under development. This will include both formal and informal feedback. It will help us to improve the way in which we gather feedback, the use we make of it in decision making and how we make this visible to customers.

We are currently engaging with “The Consultation Institute” to review our skills and knowledge in this area

We have also identified the data we need to build our understanding of the “Voice of the Customer” and are now analysing the availability of this data.

Formal
correspondence
review

Service specific
review – Highways

A detailed analysis of how we manage and respond to formal correspondence has been completed and a number of actions identified.

A pilot to improve responses to simple service requests is now underway within Highways.

A customer experience review of the Highways services is underway and initial findings have been identified.

An action plan to address these findings is now under development.

As “quick wins” the messages issued to customers following a Highways request have been improved to provide clearer information to customers; information available on the Cheshire East website has been improved and more information on planned maintenance is now available to customers.

Customer Service Training (E Learning)

Improved training providing an overview of Customer experience, Customer segments, Council expectations regarding customer services and basic skills.

Aimed at all staff and core to induction

Customer Experience Workshops

Half day workshop to improve understanding of customer segments and customer journeys and how these can be used to improve services.

Aimed at all senior staff and managers

“Having a Conversation”

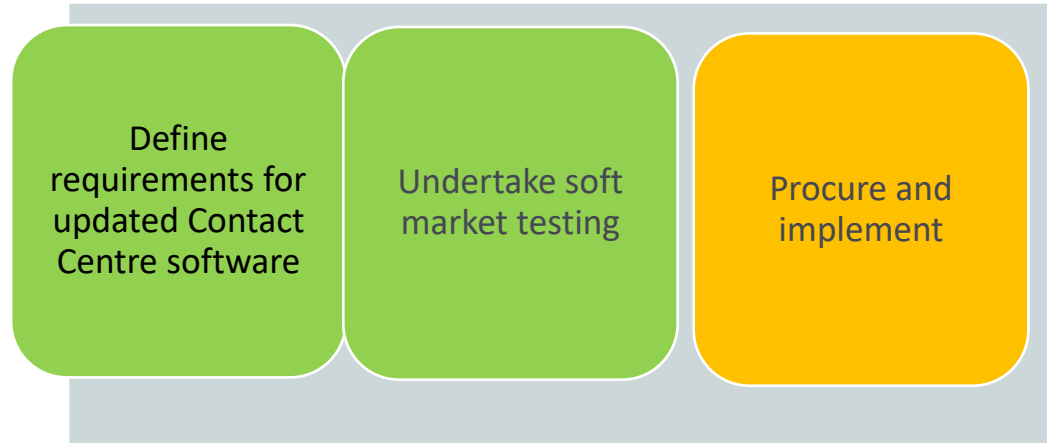
Aimed at embedding customer experience within Services and encouraging ongoing discussion

Customer segments awareness videos

Animated video highlighting the differing experiences throughout an individuals life cycle

All training material is under development and progressing to agreed timescales.

The expectation is for these to be available to staff mid Summer (Covid permitting for face to face sessions)



Demonstrations from providers completed and requirements finalised

Originally a joint procurement with CWAC but now CE only

Tender documents to be issued late June

Software will enable:

Consistency of customer experience irrelevant of channel used

Single source of customer experience data

Greater support for channel migration

Reduced “cost to serve” within CC and Services

Define
requirements for
Digital Refresh
and digital
platform

Undertake soft
market testing

Procure and
implement

Digital platform requirements agreed
Review of refresh requirements
underway
Redesign of the Council Website on
track
Soft market testing to consider “art of
the possible” due June
Digital enhancements will enable:
Enhanced digital customer journeys
Integration with CC technology to
provide consistency of experience
Simplification of digital landscape
Migration to business as usual

How will we measure the success of the Customer Experience Strategy?

