

# Customer Experience Activities

- Culture
- Insight and Consultation
- Customer focussed policies and procedures
- Services Redesign
- Technology (Contact Centre)
- Technology (Digital)

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# Customer Experience Activities – Culture

- Customer Experience leadership sessions held with all senior staff (Chief Executive to Heads of Service) designed to consider how we can create a sustainably customer centric organisation and embed the competencies required to make that happen
- Manager share and support sessions held to promote the customer experience and engage managers in driving a customer centric culture within their services
- Managers customer experience training developed .....
- An E learning training package developed for all staff to explain the values and behaviours expected and to provide the skills and knowledge to deliver this.
- Communications programme developed (and ongoing) to promote and remind staff of various aspects of the Strategy
- LGSCO training delivered to 36 officers on 13<sup>th</sup> April and 17<sup>th</sup> June 2023

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# Customer Experience Activities – Insight and Consultation

- Consultation toolkit developed to provide practical advice and guidance to all staff engaged in consultation
- “Peoples Panel” concept trialled to engage residents in discussions on the rising cost of living and to generate ideas as to how the Council, local communities and government can help make life more affordable.
- Use of focus groups agreed to co-produce and inform development of a new Corporate Plan 2024
- New technology within the Contact Centre used to analysis key words and sentiments expressed by customers to inform future consultations
- Data toolkit collating date from the Contact Centre technology platform, Chatbot, Digital Contact, complaints and correspondence developed to provide insight to decision making and service transformation

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# Customer Experience Activities – Customer focussed policies and procedures

- Customer Charter setting standards of customer service delivery across the Council approved and implemented
- Managers guide to the Charter developed providing practical support and advice on procedures to deliver the standards and provide ongoing support to staff.
- Revised procedures for the management of complaints focusing the Complaints Team on identifying root causes of complaints and lessons learned and informing service redesign
- Revised policy for the management of those small number of customers who are unreasonably persistent or aggressive in their interactions with the Council. Ensuring these customers are managed appropriately, consistently and fairly whilst also protecting staff.
- Revised policy for the management of correspondence developed ensuring responses are managed, responses are comprehensive and timely and lessons can be learned

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# Customer Experience Activities – Service Redesign

Highways service re-design and implementation plan completed mid 2021

- Improvements made:-
  - Improvements to the progress messages issued to highways to customers following a report/request
  - Greater engagement with members and with Town and parish councils on planned works and progress against these
  - Improved communications through the development of a regular highways newsletter
  - Improvements to the on line reporting services including fix my street
  - Recruitment of area inspectors with a greater emphasis on customer service and community engagement skills
  - Enhancements to the contract management and performance management of ASDV

Planning Service re-design and implementation plan completed 2022

- Improvement made:-
  - Improved responses to complaints following pilot involving additional support from customer services – substantial reduction in stage 2 and Ombudsman complaints

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# Customer Experience Activities – Technology (Contact Centre)

Implementation of a new customer contact technology which now enables:-

- All contact to be handled in a consistent manner irrelevant of the channel used (such as e mail, telephone, chatbot)
- Automatic speech recognition enabling customers calls to be routed to the correct team quickly and efficiently
- Call back options for customers who do not wish to wait in the queue
- Customer feedback – enabling customers to receive a short survey on their experience following their contact
- Sentiment analysis – enabling words and expressions to be analysed to understand positive or negative reactions to service or services and to inform consultations and decision making
- Greater reporting and management of performance and customer demand

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# Customer Experience Activities – Technology (Digital)

Ongoing implementation of a new digital platform that provides:-

- An enhanced replacement of all on line forms providing a consistent and easy to use digital offering for customers
- An enhanced replacement of the Council's Account enabling this to be expanded to multiple council services and removing the confusing range of customer portals currently in use
- End to end customer journeys which provide a seamless digital journey for customers
- A single customer case management system enabling the customer to track progress with their request at all stages and/or for front of house services to have visibility of the request to be able to inform the customer
- Automation of activities reducing the need for manual intervention at various stages

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