

# Customer Experience Strategy Feedback

Working for a **brighter future**  together

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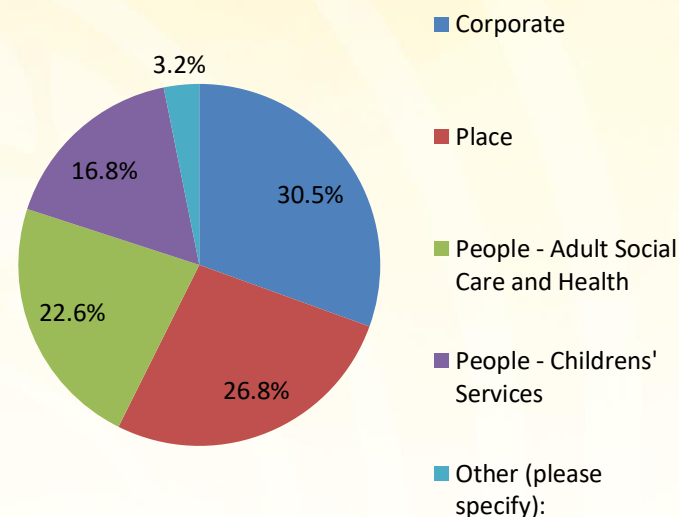


# Summary of internal responses

**There were 190 responses across all directorates:**

Directorate		Response Percent	Response Total
1	Corporate	30.5%	58
2	Place	26.8%	51
3	People - Adult Social Care and Health	22.6%	43
4	People - Childrens' Services	16.8%	32
5	Other (please specify):	3.2%	6

**Which of the following best describes who you are you responding as?**



56.9% of responses came from Neighbourhood Services

36.2% of responses came from ICT

34.5% of responses came from Customer Services

# Summary of external responses

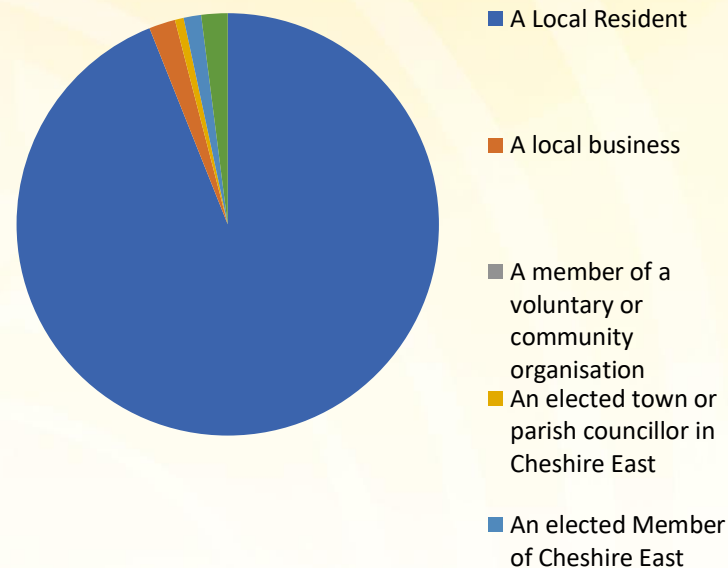
**There were 149 responses:**

**Which of the following best describes who you are responding as?**

Which of the following best describes who you are responding as?

Please select one box only

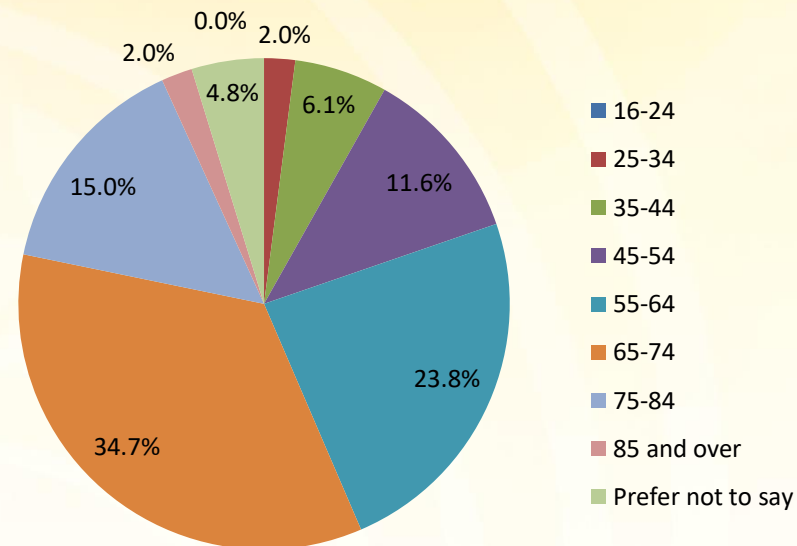
Answer Choice		Response Percent	Response Total
1	A Local Resident	94.0%	140
2	A local business	2.0%	3
3	A member of a voluntary or community organisation	0.0%	0
4	An elected town or parish councillor in Cheshire East	0.7%	1
5	An elected Member of Cheshire East	1.3%	2
6	Other (please specify):	2.0%	3
		answered	149
		skipped	0



# Summary external of responses cont'd

## What age group do you belong to?

What age group do you belong to?Please select one option only			
Answer Choice		Response Percent	Response Total
1	16-24	0.0%	0
2	25-34	2.0%	3
3	35-44	6.1%	9
4	45-54	11.6%	17
5	55-64	23.8%	35
6	65-74	34.7%	51
7	75-84	15.0%	22
8	85 and over	2.0%	3
9	Prefer not to say	4.8%	7
		<b>answered</b>	<b>147</b>
		<b>skipped</b>	<b>2</b>



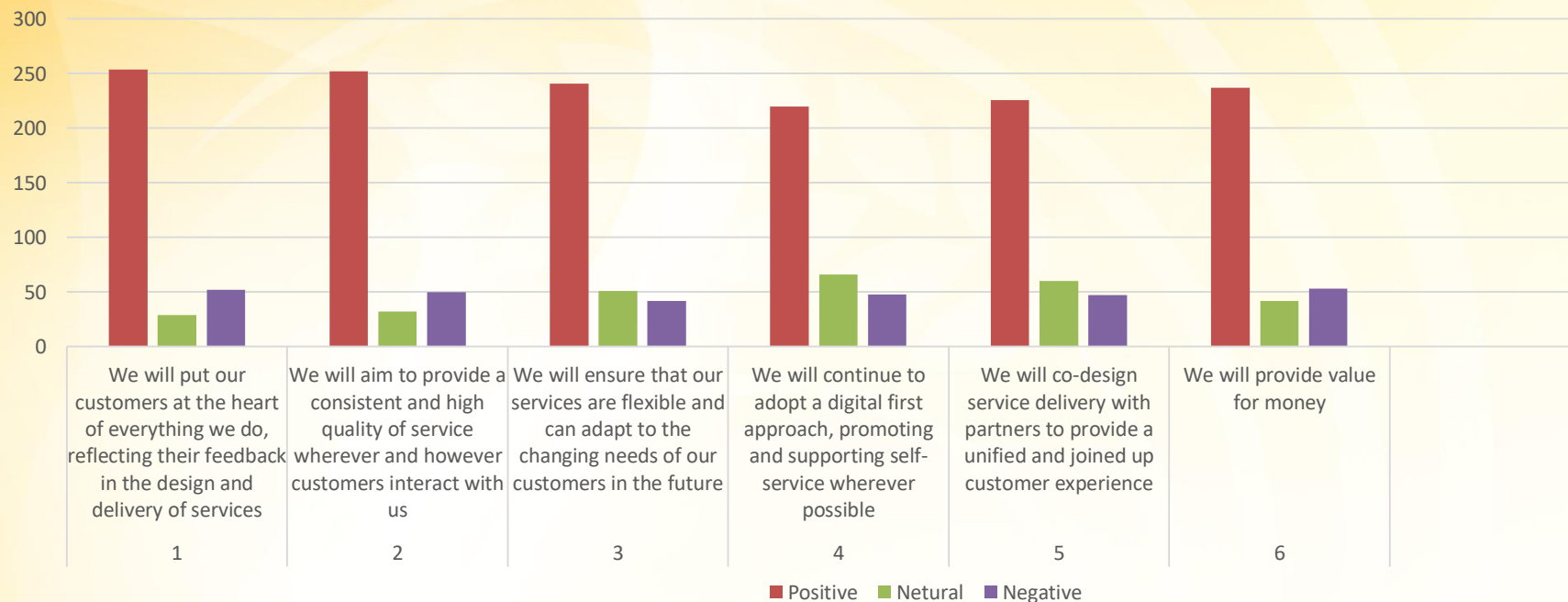
# Internal and External Feedback on vision statements

How strongly do you agree or disagree with each of the following vision statements?

	Positive	Netural	Negative
We will put our customers at the heart of everything we do, reflecting their feedback in the design and delivery of services	76%	9%	15%
We will aim to provide a consistent and high quality of service wherever and however customers interact with us	75%	10%	15%
We will ensure that our services are flexible and can adapt to the changing needs of our customers in the future	72%	15%	13%
We will continue to adopt a digital first approach, promoting and supporting self-service wherever possible	66%	20%	14%
We will co-design service delivery with partners to provide a unified and joined up customer experience	68%	18%	14%
We will provide value for money	71%	13%	16%

# Internal and External Feedback on vision statements cont.

How strongly do you agree or disagree with each of the following vision statements?





# Internal Key Themes

## Six key themes were identified:

- Needs & Wants - Regulatory/Enforcement services
- Managing expectations
- Digital
- Culture
- Service Design

# Internal Key Themes cont.

Theme	Summary
Regulatory/Enforcement services	Need to better reflect regulatory and enforcement services. That the outcome may not be "positive" from the customers perspective but will still be delivered to a consistent & high quality of service
Managing expectations	That we frequently operate within a statutory environment and are restricted by budgetary constraints. We cannot always deliver everyone's needs and wants
Digital	Ensure ease of access for those who are digitally excluded and improve the current digital offering
Culture	Emphasise the need to learn from complaints and to be approachable
Service Design	Needs to be based on real data and real experiences and always from the customers view



# External Key Themes

## Five key themes were identified:

- Digital Access
- Listening
- Customer
- Lack of confidence/trust
- Lack of transparency

# External Key Themes cont.

Theme	Summary
Digital Access	Agreement that we need to improve our digital services but also make sure we retain other means of contact for those who cannot or choose not to use digital
Listening	A general perception that the Council should improve the way it listens to the views of all our customers
Customer	The Council should improves its focus on customers
Lack of confidence, trust	The Council should ensure that the aims of the Strategy are implemented to improve confidence and trust
Lack of transparency	The Council needs to be more open with customers on performance, decision making and consultations