

Customer Service Strategy 2013-2018

Our vision is to be an organisation with a reputation for good customer service amongst our peer group with excellent financial productivity by offering:

- Accessible services that provide customers with choice as to where, when and how they access services.
- Good quality services which resolve to exceed customer's expectations and resolves enquiries, where possible, during the customer's first contact.
- Reliable and continuously improving services which are cost effective, efficient and delivered through a highly trained workforce.



Key Messages

- All customers will be served to a consistently high standard no matter how they choose to contact the council and which department they contact
- The increasing population's needs will be met by improving efficiency, not increasing expenditure.
- Empowering staff to try new things and challenge the way we work will improve efficiency and customer service.
- It is important to find out who are customers are and their needs so that we can meet them in the most effective way.
- There will be a shift in the way customers contact the council over the next five years. Many more services will be available online and customers will be encouraged to self-serve which will free up staff to help residents who require more assistance than others.

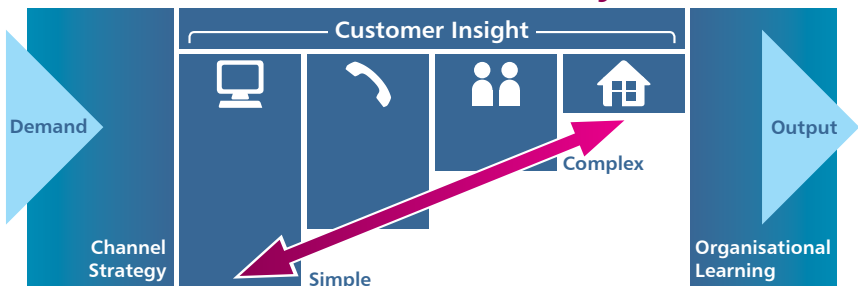
Where do we want to be?

- ✓ Customer focused culture
- ✓ Strong embedded values
- ✓ Satisfied customers
- ✓ Highly motivated staff
- ✓ Cost effective service

How will we do this?

- Put the customer first, every time.
- All staff to display positive and inclusive behaviours and treat everyone with respect and dignity.
- Encourage staff to come forward with innovative ideas about how we can improve and streamline services and recognise them when they do.
- Manage customer expectations by publishing service standards and measuring ourselves against them.
- Aim to always get it right first time and reduce avoidable contact by working together, empowering front-line staff, reviewing our processes and migrating services on-line.
- Strive for consistency of customer service across all customer contact channels and services.
- Create programmes of work which aim to improve customer service across the authority.
- Do more to encourage customers to use online services, ensure the website is up to date, informative and easy to use and navigate.
- Increase the provision of online services, giving customers the option to contact us 24 hours a day while generating financial savings.

The Customer Service Delivery Model



Bottom Line



Further Information

- The full length customer service strategy, appendices and action plans can be found on the Customer Service Intranet page.
- The Customer Service protocols which gives all staff a greater insight into basic customer service standards can also be found on the Customer Service Intranet page.
- LGSS offers a wide variety of Customer Service training options. Please contact the Organisation Workforce Development team for more information.
- For more information or if you have any questions or concerns, please contact a member of the Customer Service management team on 01480 375882 or 01480 387094.