

# APPENDIX I Corporate Improvement Priorities Headline Templates

## CIP I Improving Customer Service

**Purpose** Improve customer satisfaction by providing services designed around customer needs

Key Improvements	Key Milestones/Timing	Key Performance Measure
Enabling the use of up to date feedback and information about service quality to routinely inform service development	<ul style="list-style-type: none"> <li>Set targets based on Place Survey 08 results and assess our position in relation to other authorities (June 09)</li> <li>Customer Profiling database (MOSAIC data via ESD-toolkit) implemented and available for use council-wide. March 2009</li> <li>Prioritisation of projects which will utilise profiling information - June 2009</li> <li>Relevant local authority data input at postcode/household level (to include LGSL) (August)</li> <li>Identify key areas for improvement which will increase access and customer satisfaction (dependent on profiling project identified and place survey findings)</li> <li>Identify channel migration strategies to improve service to customer and reduce costs (dependent on project identified)</li> </ul>	<ul style="list-style-type: none"> <li>Higher overall customer satisfaction levels</li> <li>Gov Metric – customer satisfaction with users of face to face, telephone and web customer – 90%</li> </ul>
Responding swiftly to complaints and feedback from residents in particular disabled and vulnerable people	<ul style="list-style-type: none"> <li>Second annual review of complaints handling including financial impact for the authority July 2009</li> <li>Make recommendations which will improve service to customer and reduce costs August 2009</li> <li>Set up complaints handling training for staff and members with targets for completion ( Dependency on training availability and decision whether to deliver internally or externally)</li> <li>Monitor against profiling data for vulnerable groups August 09</li> <li>Feed into effective implementation of ‘You said, we did’ customer feedback campaign (October 09)</li> <li>Facilitation of focus groups involving customer (such as complaints customers) August 2009</li> <li>Mystery shopping exercise using disabled forums</li> </ul>	<ul style="list-style-type: none"> <li>Increased satisfaction with complaints handling and lower complaints – response times for stage 1, 2 and Ombudsman as detailed in bi-monthly report (Stage 1 responded to within 10 days - 100%, Stage 2 responded to within 25 days – 100%, Ombudsman responded to within 28 days – 100%)</li> </ul>
Improving engagement with minority and more vulnerable groups	<ul style="list-style-type: none"> <li>Identify from communication, profiling information and consultation strategy and SIU, best communication vehicles for these groups. September 2009</li> <li>Recommend consistent approach/framework September 2009</li> <li>Test satisfaction levels via consultation (dependent on CIP2/4)</li> <li>Increased satisfaction with quality and timeliness of feedback to customer in relation to consultation, complaints, service requests and suggestions</li> </ul>	<ul style="list-style-type: none"> <li>See across</li> </ul>
Monitor the performance of our services against a consistent set of standards	<ul style="list-style-type: none"> <li>Publicise customer standards April 2009</li> <li>Implement mystery shopping of services, with regular report to SMT/CMT July 2009</li> <li>Review access strategy against ICT, Communications and Accommodation Strategy 2009/2010</li> <li>Transfer learning from well performing areas to poorer ones 2009/10</li> </ul>	<ul style="list-style-type: none"> <li>NII4 avoidable contact – new indicator baseline target to set</li> </ul>
Develop the workforce to provide excellent customer service	<ul style="list-style-type: none"> <li>Customer Service Training Menu to include: tailored training for managers and staff; complaints handling training; NVQs; Lean Systems; change management</li> <li>Ensure robust evaluation of training linked to outcomes with HR</li> </ul>	<ul style="list-style-type: none"> <li>% of staff trained annually</li> <li>Satisfaction of delegates attending training (90%)</li> </ul>
Lean Systems	<ul style="list-style-type: none"> <li>Embed changes in Revenues and Benefits and Customer Services and analyse efficiencies gained.</li> <li>Develop model to prioritise other services for systems thinking approach</li> <li>Implement 3 projects per year with key services supplying pilot teams, dependent on capacity</li> </ul>	<ul style="list-style-type: none"> <li>Increased overall satisfaction with pilot service</li> <li>NII81 Time taken to process Housing Benefit Council Tax Benefit new claims – target to be set</li> </ul>
Monitor delivery of Access to Services Inspection recommendations.	<ul style="list-style-type: none"> <li>Ensure appropriate CIPs acknowledge and include actions to deliver recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring of delivery against action plans – 90% to 100%</li> </ul>

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