

YOUR PLYMOUTH SCRUTINY

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Customer Service Strategy

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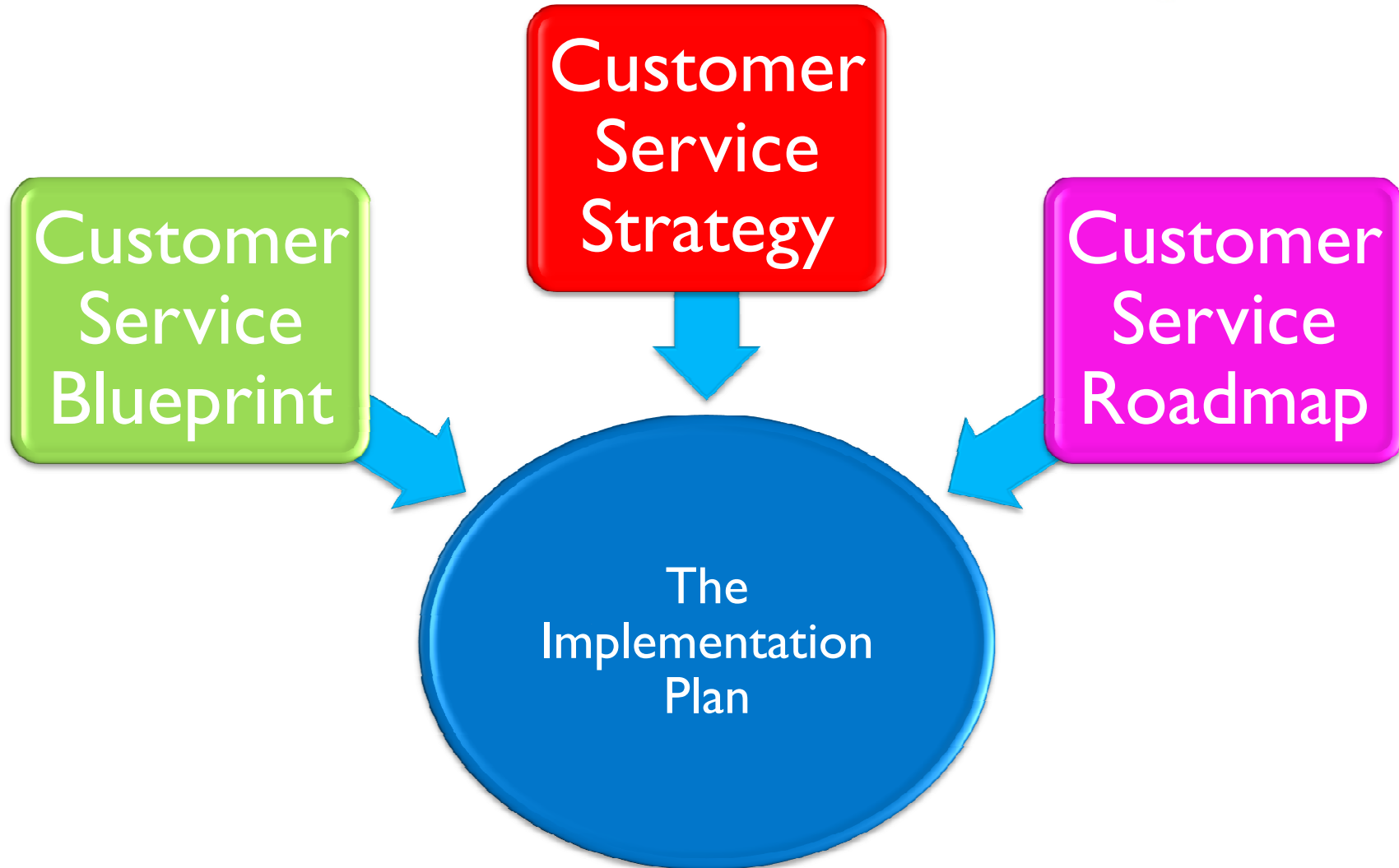
1st Stop Shop at New George Street



What will be different?

- The shop will be a smart service oriented retail unit in the heart of the city centre
- The shop will be open late night Thursdays and Saturday mornings in the run up to Christmas to validate levels of customer demand for extended opening hours
- Staff will be trained in a wider range of customer queries and customer needs e.g. dementia awareness
- Assisted self service
- We are redesigning the system support used by staff and the processes staff have to follow to improve the customer focus of the shop
- We continue to redesign the back office support and follow up to customers who raise requests in the shop

The Customer and Service Project



The Project's Outputs



Customer Service Blueprint

The framework that the implementation of the customer access strategy and service reviews (CST_01) will be delivered against. This will show how we link the council's services to deliver to the council's strategies and deliver improvements to services that are required to support the council's vision. It will also detail the design requirements for all components of the business architecture (from vision to performance).

Customer Service Roadmap

A document that will outline the gaps that exist in the council's blueprint which will enable plans to be designed that will detail the design requirements for all components of the business architecture. This will then be transferred into projects outlined in the implementation plan.

Customer Service Strategy

The council's strategy that sets out the vision and principles behind improving customer access and channel shift direction for the future of Plymouth City Council to enable the council to meet its vision of becoming a brilliant cooperative council. All council services in scope will be involved in designing the strategy's vision and principles.

Implementation Plan

The action plan and ownership of the Customer Service Strategy, which will outline how, when and who will deliver the identified and agreed improvements to customer access and service delivery.

Why We Need a Customer Service Strategy



A Strategy is required to outline the way Plymouth City Council will:

- **Transform the way it interacts with customers**
- **Outline the standards customers can expect when interacting with the council**
- **Deliver services efficiently and cost effectively to all service consumers**
- **Align and coordinate the necessary changes across the council**
- **Respond quickly to changing environmental pressure, political pressure and social pressure**

Without a strategy now the proposed transformation programme is only going to be able to make incremental changes with limited service improvement benefits and limited savings contribution.

The Strategy's Objectives



The objectives of the Customer Service Strategy are:

- **Customer Focused delivery** – Listen to what our customer wants and where possible deliver the services to meet their needs.
- **To provide a Single Record of the Truth** – The customer information will be captured once and will be held centrally and shared across the services for a proactive customer relationship.
- **Aim to resolve queries and requests at the initial contact** - We will aim to respond in a timely fashion to customer needs through the channel they wish to contact us by. If we are unable to resolve customer requests / queries at the first contact, then we will proactively respond back to the customer within an agreed time frame.
- **Improved Accessibility** – The information about the services and how to contact us will be available on all channels. Customers could contact us through preferred channel and we will respond to their needs via the channels that are most efficient, cost effective and able to serve quickly in return. Customers can contact us 24/7 through a number of specific channels such as web, email, etc.
- **Honesty, Openness and Fairness** – We will be open and honest when providing services and information to our customers. Our customers will be treated fairly and our service delivery methodology will be governed through published policies and criteria's.

Customer Service Framework



The improvements to our customer service will begin by implementing our **customer service framework**:



Strategy On a Page



THEME 1: UNDERSTANDING OUR CUSTOMERS

- **Better customer engagement**
- **Customer Insight**
- **Meeting our customers' needs**

THEME 2: SERVING OUR CUSTOMERS

- **Customer Access improvements and opportunities for self-service (First Stop, Contact Centre, Web Services, Email Services, Mobile, Kiosks, extended locations, Social Media)**
- **Channel Management and consistent delivery;**

THEME 3: LISTENING AND RESPONDING TO OUR CUSTOMERS

- **Performance Management and Service Quality Control**
- **Organisational Culture**

Our Approach to Service Delivery



Customer Perspective

Tier 1: Do it

Tier 2: Help Me

Tier 3: Relate To Me

Service Type

Tier 1: Simple
General information and forms, signposting, self-service transactions

Tier 2: Medium
Assisted transactions, client referrals

Tier 3: Complex
specialised, complex service delivery including case management

Most suitable Service Approach

Tier 1: Simple
Online, telephone and Assisted self-serve

Tier 2: Medium
Face-to-face, point of service

Tier 3: Complex
Home visits and specific face-to-face appointments

Next Steps and Decision-Making Schedule



The Customer Service Strategy will be part of a package of documents including the Customer and Service Blueprint, Customer and Service Roadmap and Implementation Plan. These documents will outline what we will do, how we will do it and why we are doing it. The suite of documents will be presented as one to Cabinet following the strategy's endorsement through a decision-making process as follows:

Meeting	September	October	November / December
Your Plymouth	8.9.14		
Project Board	29.9.14		
Programme Board	1.10.14		
Co-operative Review opportunity	TBC	TBC	
Cabinet Planning		28.10.14	
Cabinet			9.11.14

Recommendations



To hold a 1/2 day co-operative scrutiny review in early October to:

- Review the full Customer Service Strategy;
- Explain and promote the Customer and Service Blueprint and Roadmap;
- Scrutinise the Implementation Plan and outlined actions.