The Council provides and enables brilliant services that strive to exceed customer expectations.

Key Action Overview

Outcome	Portfolio Leads	Outcome Lead	Officer Leads	Key Action Description	RAG	2014/15 Key	Milestones due for completion during current quarter	Status	Proposed resolution (overdue Milestones)
The Council provides and enables brilliant services that strive to exceed customer expectations.	Pete Smith	Faye Batchelor-Hambleton	Pete Honeywell	Speed up the delivery of Customer and Service Transformation Programme service reviews through developing a Council wide Customer and Service delivery blueprint and Customer Access Strategy.	Green	K01	1. Commence service review on libraries 2. Commence service review on Bereavement, Registrars and Coroners 3. Commence web site procurement 4. Business case on website procurement to be presented to Cabinet	1. Complete 2. Complete 3. Complete 4. Complete	
	Pete Smith		Giles Perritt	Focus performance improvement on top priorities identified by Plymouth residents.	Green	K02	1. Implement new refuse collection arrangements (returning bins etc to correct locations and improving recycling rates) 2. Commence the development the existing Street Cleansing and Grounds service by co-designing and co-producing with frontline staff through continued engagement to promote a multi-skilled approach (achieving a more flexible workforce and proactive service which can meet service demands across the city).	1. Complete 2. Complete	

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Outcome	Measure	Key	Performance									Graph	Historic Performance against target, benchmark and influences	Current Performance and trajectory		Performance forecast (link to Action Plan)		Links to outcome
The Council provides and enables brilliant services that strive to exceed customer expectations.	80% of customer contacts with the Council will be managed through the single point of contact, with 80% of enquiries dealt with at first point of contact.	P1		2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	80% Contact	Baseline was set in 2013/14 by undertaking random samples of contacts and single point of contact. Issues with reporting from the Lync Telephony system have resulted in a distortion to this baseline and reportable performance levels moving forward.	Current performance is reported monthly, it indicates a high level of customer contacts however how we identify and capture First Contact Resolution (FCR) is currently under review and it is anticipated that we will soon have a much more transparent view of when FCR has been achieved.		The Customer Service Transformation Programme is systematically reviewing high contact volume services and migrating them to efficient channels. A new way of working has been trialled for Council Tax customers at First Stop which has delivered a 100% First Contact Resolution. This new process will now be rolled out to additional customer groups.		Customer Transformation is working closely with customers (as panels and individual service users) to co-design solutions. In this way customers are defining what they need in order to deliver on and exceed their expectations.
			Actual				800	800										
			Target				800	800	800	800	800							
			Forecast						800	800	800			Influences?	Welfare Reform Council tax bill accuracy/missed bins	Direction of current trajectory?	Static	Forecast?	Green	
	Provide fully transactional services on the web – through a "Citizen Portal" with a target of the national average and 2% (from 3% to 25%) by volume.	P2		2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	Full Transaction Service	As with 2013/14, questions remain about the accuracy of the baseline due to the sampling nature of the method used and the absence of Lync reporting. Despite this it is clear that Plymouth has not exploited the potential benefits of serving customers over the internet fully yet - and that some customers want this.	The gradual rise in volume of web traffic is based on a gradual release of new capability on the web site and increasing numbers of customers looking to transact with the Council online.		14% of current contacts are estimated to be by email suggesting many customers want to interact electronically but haven't found the service on our website or the service is too technical to use. The opportunity is there to design services on the internet for customers the way they want them and to promote this to customers whenever they interact with us.		Electronic interactions are not right for all customers or all services. However, for many customers and many services electronic channels will increase the hours of service to 24 hours a day and provide greater visibility and convenience to customers to interact with the Council this way.
			Actual				2%											
			Target				2%	2%	2%	15%	25%							
			Forecast					2%						Influences?	Volume of internet enabled households and internet confident customers	Direction of current trajectory?	Gradual increase	Forecast?	Green	