

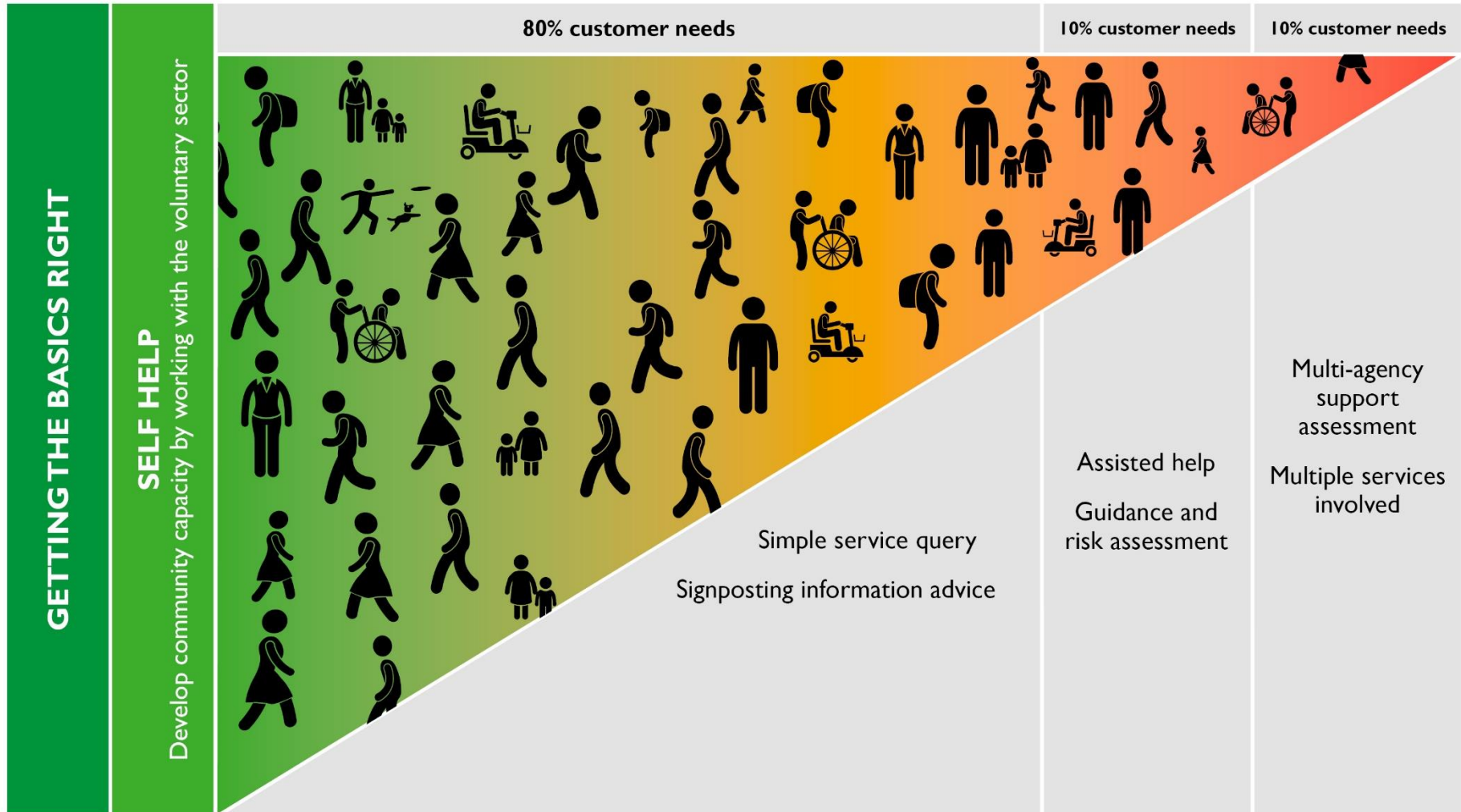
# Customer Experience Cabinet Working Group: Agreed Outputs



**PLYMOUTH**  
CITY COUNCIL

# WORKING TOGETHER

To make Plymouth a fairer city, where everyone does their bit.



# Our Drivers – updated



Driver	Responses
<b>Customer expectations</b>	<ul style="list-style-type: none"><li>• Understanding what our customers want and need</li><li>• Managing expectations so customers know what we can deliver and when</li><li>• Adapting to 24/7 access expectations and using different technologies to access and deliver services</li></ul>
<b>Supporting and empowering communities</b>	<ul style="list-style-type: none"><li>• Encouraging customers, partners, staff and councillors to feel involved in how services are delivered in Plymouth</li><li>• Helping individuals and communities to take responsibility for themselves</li><li>• Changing the relationship between the Council and residents</li><li>• Working with partners to help communities and councillors engage, find information and access the best resources to meet their needs</li></ul>
<b>Financial sustainability</b>	<ul style="list-style-type: none"><li>• Ensuring money is spent wisely and seeking to maximise commercial income generation</li></ul>
<b>Reputation</b>	<ul style="list-style-type: none"><li>• Saying what we will do, and doing what we say</li><li>• Being trusted for seamless delivery across the Council and with partners</li><li>• Keeping customers informed through regular updates</li></ul>

# Programme on a Page



<b>Purpose</b>	<b>Putting customers at the heart of everything we do</b>
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<b>Aspirations</b>	Get it right for people first time	Refuse to accept inequalities in accessing and delivering our services ●	Improve the customer experience to achieve quality outcomes for people who live, work or visit the city	Help people to find new ways to solve issues in their lives and communities ●
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<b>Current Strategic Focus</b>	Get the basics right	Adhere to agreed service standards	Provide information and advice to help customers help themselves	Have simple systems to access services	Develop community support to help customers meet their own needs and be more self sufficient ●	Develop resources to work with people in communities to address complex issues ●
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<b>System Design Criteria</b>	Treat service users as citizens not just customers	Use our financial and operational data to provide better outcomes in more efficient ways	Balance opportunities with risks	Focus on outcomes (rather than services)	Achieve consistency (not uniformity)
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