



Customer Services Service Delivery Plan 2024 to 2025

Overview of the service

The Customer Services team provides a front-line service for all Council services, East Cambs Street Scene and Ely Markets, delivering high quality customer service and responding in a fast, efficient and helpful manner. The whole team acts as a single point of contact accessible to all, including the development of the Council's website and self-service portal, making ease of use a priority and access to Council services 24/7.

The team monitors the needs of customers, customer feedback and works with Service Leads and partners to create positive communication channels, increase the number of interactions resolved at first point of contact, identify improvement opportunities and strive to develop services that meet the needs of our customers.

In addition to the above, the team supports organisational and policy change and presents them positively. They manage customer expectations by clearly communicating standards and response times and work to ensure these are met. We maximise the use of technology and promote and encourage the use of self-service and more cost-efficient channels such as the internet and online services via the web.

When we are not answering the phone, responding to emails or serving customers face to face, we have a whole host of admin jobs that we do to support Council Services, ECSS Ely Markets and Anglia Revenues partnership. Examples range from maintaining the ECSS waste database and administering the annual Additional Green Waste Renewals and Business and Markets parking permits to processing cheques, updating the TV screen in reception and assisting with mail outs.

Cost of service

The cost to run the service for year 2024/2025 is £703,762, this includes £125,000 for a new website.

Staffing Information

1 Customer Services Manager

- 1 Customer Services Team Leader
- 7 Full time Customer Service Advisors
- 2 Part time Customer Service Advisors
- 1 Customer Service Apprentice
- 1 Full time Digital Services Officers
- 2 Part time Digital Services Officers

Forward planning for Councillors

Proposed item	Proposed date of decision	Committee
Half year report 2024 to 2025	November 2024	Operational Services
End of year report 2024 to 2025	March 2025	Operational Services
Service Delivery Plan 2025 to 2026	March 2025	Operational Services

Customer Services Service Delivery Plan 2024 to 2025

This Service Delivery Plan describes what Customer Services will be doing to deliver continuous improvement (service objectives). Each performance measure relates to the Council's strategic outcomes and Corporate Plan 2024 to 2025.

Council's strategic outcome: Customers are at the heart of everything we do.

Customer Services' strategic objective: Seek feedback and be accessible, responsive and flexible to customer needs.

Link to Corporate Plan: Sustainable Communities.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Monitor customer feedback and service performance and provide quarterly service reports to Service Leads and Management Team and monthly reports to East Cambs Street Scene (ECSS)	100%, annually	<p>Quarterly 1, 2 & 3 service reports issued to Service Leads and CMT. Monthly reports Apr 23 – Jan 24 provided to ECSS. Q4 and Feb & Mar 24 ECSS reports will be provided when available.</p> <p>354 customer satisfaction surveys completed. 72.6% were satisfied or very satisfied, 6.8% were neither satisfied or unsatisfied and 20.6% were unsatisfied or very unsatisfied with the service they had received.</p>	<p>Customer Services Manager Customer Services Team Leader Digital Services Officer</p>
Measure the Council's accessibility compliance monthly and achieve or exceed an excellent rating and 90% compliance with WCAG 2.1 and WCAG 2.2 accessibility standard	Monthly - 90%, annually	<p>Compliance score remained Excellent throughout April, however it dipped below 90% in May, June and July.</p> <p>April - 94%, May - 88%, June - 88%, July - 85% August - 95%, September - 95%, October - 95% November - 95%, December - 95%, January - 95% February - 95%, March to be provided when available.</p>	<p>Digital Services Officers Digital Support Officer</p>
Answer calls offered via the Council's telephone system for the main Council telephone number 01353 665555	Monthly - 90%, annually	<p>April - 97.3%, May - 96.4%, June - 97.0% July - 98%, August - 98.7%, September figures unavailable due to problem with telephone line October – 94.1%, November – 98.6% December - 98.8%, January – 98.4% February & March figures will be provided when available.</p> <p>Achieved 100% for April 23 – Jan 24.</p>	<p>Customer Services Team Leader Customer Service Advisors and Apprentice</p>

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
<p>Answer calls offered by the telephone system for the main Council telephone number 01353 665555 within 30 seconds</p>	<p>Monthly - 90%, annually</p>	<p>April – 32 seconds, May – 29 seconds, June – 25 seconds, July – 23 seconds August – 21 seconds, September figures unavailable due to problem with telephone line, October – 18 seconds, November – 18 seconds December – 16 seconds, January – 19 seconds Feb & March will be provided when available.</p> <p>Achieved, 88.8% April 23 – Jan 2024.</p>	<p>Customer Services Team Leader Customer Service Advisors and Apprentice</p>
<p>Respond to emails to the ContactUs@eastcambs.gov.uk mailbox within 48 hours, the response will include a resolution or, if this is not possible at first point of contact, details of action taken to ensure the customer’s enquiry is resolved as soon as possible</p>	<p>Monthly - 90%, annually</p>	<p>April – 100%, May – 99.7%, June – 100%, July – 99.6%, August – 99.2%, September – 99.3%, October – 99.3%, November – 99%, December – 98.9% January – 99.7%.</p> <p>February and March figures will be provided when available.</p> <p>Achieved 100% April 23 – Jan 24.</p>	<p>Customer Services Team Leader Customer Service Advisors and Apprentice</p>

Council's strategic outcome: Customers are at the heart of everything we do.

Customer Services' strategic objective: Help to reduce failure demand across the authority. Work proactively and support the customer experience and reduce silo working.

Link to Corporate Plan: Sustainable Communities.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
<p>Monitor avoidable contact and work in partnership with service representatives across the Council to identify ways to reduce failure demand across the authority</p>	<p>As required, annually</p>	<p>We continue to work closely with the Communications team and ECSS throughout the year to ensure information given to customers is correct, relevant, up to date and that recurring issues are investigated and resolved.</p> <p>Examples of partnership work with services to reduce failure demand include: Improvements to the Planning Customer journey, May 2023 Election support, Waste - black bag roll out and brown bin renewals, maintained master round database, Climate change web pages review, multiple licensing form updates and web page changes, new online form for data subject access requests, new suite of pages for health living and review of the sport pages, new on the ground with East Cambs mapping, improvements to energy efficient pages, the food safety and food business areas of the website and the transfer of parking tickets to Chipside.</p>	<p>Customer Services Manager Customer Service Team Leader Digital Services Officers</p>
<p>Continue to provide a frontline service for ECSS and support the development of their service throughout 2024 to 2025</p>	<p>As required, annually</p>	<p>% of calls logged in the customer relationship management system resolved at first point of contact Q1 – 46.4%, Q2 – 46.1%, Q3 – 46.9%</p> <p>% of waste emails resolved at first point of contact Q1 – 82%, Q2 – 83%, Q3 – 80%</p> <p>Heavily involved in Bartech Project including Data cleansing and creation of Bartech database, assisting with Street Cleansing data cleansing, review of workflows and work processes and integration with Customer Relationship Management System</p> <p>Have also fully supported ECSS with, black bag distribution, brown bin renewals and change of senior personnel.</p>	<p>Whole team activity</p>

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Respond to Building Control and Planning copy requests within five working days	100%, annually	100% achieved (April 2023 to January 2024), 76.8% completed within 24 hours. Figures for February and March will be provided when available.	Customer Services Team Leader Customer Service Advisors and Apprentice
Attend and make an effective contribution to monthly ARP Customer Service meetings and develop and action plan that supports and demonstrates commitment to the ARP Better Connected Journeys programme	100%, annually	Attended Strategic, Tactic AND Buddy Meetings Presented UX training options paper and indicative costs to strategic partners. Contributed to the following projects: customer insight project, migration from Mitel telephone to Teams, - new contact us form to replace email addresses, - Housing Benefit Accuracy review, handling of complaints, tools to increase self- service, digital service improvements.	Customer Services Manager Customer Services Team Leader Customer Service Advisor

Council's strategic outcome: 'Can do' approach and open for business.

Customer Services' strategic objective: Create digital solutions that provide easy access to information and services 24/7.

Link to Corporate Plan: Sound financial management.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Achieve 99% website availability each month	Monthly - 99%, annually	April – 100%, May - 100%, June - 100% July – 100%, Aug – 100%, September- 100% October - 100%, November - 97.5%* December – 100%, January – 100% Feb and March figures to be provided when available. Availability 99.7% April 23 to Jan 24. 17.5-hour outage in November when JISC requested we transfer our domain names to a gov.uk accredited host provider.	Customer Services Manager Plan Alpha Systems
Achieve website engagement rate of 63% each month	Monthly – 100% annually	New performance measure.	Digital Services Officers
Deliver a new East Cambs Website by 1 st December 2024	By 1 st December 2024	New Performance Measure	Customer Services Manager Digital Services officers Service Leads

Council's strategic outcome: Safe, vibrant and inclusive communities. Community sustainability.

Customer Services' strategic objective: Make a positive contribution to the health and wellbeing within our district.

Link to Corporate Plan: Sustainable Communities.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Promote and provide an assisted digital service for customers claiming Housing Benefit, Council Tax Support and Universal Credit and provide uptake figures to the Director Legal and Anglia Revenues Partnership	100%, annually	326 forms completed Apr 23 – Feb 24 Will update figures when March figures are available	Customer Services Team Leader Customer Service Advisors and Apprentice

Council's strategic outcome: Be an excellent employer.

Customer Services' strategic objective: Support the continued professional development of Customer Services. Ensure that the Council's corporate risks are managed effectively and mitigations and put in place to reduce impact.

Link to Corporate Plan: Sound financial management.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Ensure all members of the Customer Service team receive adequate training to fulfil their role	100%, annually	Complete in accordance with corporate training and individual training plans. Training this year has included: Risk Assessment, Crystal reports, Prevent training, Safeguarding training, Fire warden training, Discretionary Housing Payment form training, Domestic Abuse Housing Alliance Training, Bartech Training, Procurement training, Display Screen Assessor Training, Accessibility Training, Google Analytics Training, Data Protection, Carbon Literacy, Emergency Planning, PCI Compliance training	Customer Services Manager Customer Services Team Leader
Team meetings	Minimum 4 a year, annually	Completed nine team meeting this year outside of office hours, well attended. .	Customer Services Manager Customer Services Team Leader
One to one meetings.	Minimum 4 a year, annually	Complete	Customer Services Manager Customer Services Team Leader

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Appraisals completed annually and within timeframe set by HR.	100%, annually	100% complete	Customer Services Manager Customer Services Team Leader
<p>Regularly review corporate risks including:</p> <ul style="list-style-type: none"> disaster recovery to provide continuous front facing services to the public in the event of a minor or major system outage. GDPR (General Data Protection Regulation) compliance to protect personal data, council reputation and provide confidence in online services. information security to protect personal data, prevent financial penalties, protect council reputation and provide confidence in online services. health and safety of members of the public visiting the Council offices 	Minimum annually, annually	<p>Disaster Recovery</p> <ul style="list-style-type: none"> Remote working rota ensures we can continue to provide front line service away from The Grange if necessary. Mobile phone contingency plan was tested during recent phone issues, this highlighted problems with the signal within the Customer Services back office, this was improved by providing access to east cambs wi-fi. <p>GDPR & Information Security</p> <ul style="list-style-type: none"> No data or Security breaches reported. Data Protection training complete. Data archived in line with corporate retention policy. <p>Health & Safety</p> <ul style="list-style-type: none"> Risk Assessment last reviewed November 23. Discussed at monthly team meetings. Customer Services Team Leader is a member of the Council's Health and Safety Working. 	Customer Services Manager Customer Services Team Leader

Council's strategic outcome: A clean, green and attractive place.

Customer Services' strategic objective: Undertake activities which help to mitigate/adapt to climate change.

Link to Corporate Plan: Cleaner, greener East Cambridgeshire.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Replace plastic visitor passes with sustainable bamboo passes.	By 1 September 2024	New performance measure.	Customer Services Team Leader Reprographics
Manage the Additional Garden Waste Bins and annual renewals within Bartec so that licence stickers are no longer required.	By 3 May 2024	New Performance measure	Customer Services Team

