



Customer Services Service Delivery Plan 2023 to 2024

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 levels of 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 is £543,885 per annum.

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
- 2 Part time Digital Services Officers
- 1 Part time Digital Support Officer

Forward planning for Councillors

Proposed item	Proposed date of decision	Committee
Half year report 2023 to 2024	November 2023	Operational Services
End of year report 2023 to 2024	March 2024	Operational Services
Service Delivery Plan 2024 to 2025	March 2024	Operational Services

Customer Services Service Delivery Plan 2023 to 2024

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 2022 to 2023.

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: Sound financial management.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	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	Achieved - Quarterly service reports provided to Service Leads and Management Team and monthly reports provided to ECSS. Customer satisfaction Survey - 96 responses received. 61.5% were satisfied or very satisfied with the service, 11.4% are neither satisfied or dissatisfied with the service and 27.01% felt dissatisfied or very dissatisfied with the service.	Customer Services Manager Customer Services Team Leader Digital Services Officer
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	Achieved excellent rating throughout the year: April and May 2022 97%, June, July, August, September, October, November and December 2022 94%, January and February 2023 91%.	Digital Services Officers Digital Support Officer
Answer calls offered via the Council's telephone system for the main Council telephone number 01353 665555	Monthly - 90%, annually	April 2022 93.7%, May 2022 97.6%, June 2022 94.7%, July 2022 96.6%, August 2022 97.1%, September 2022 96.1%, October 2022 98.3%, November 2022 98.5%, December 2022 98.6%, January 2023 97.4%, February and March 2023 not yet available.	Customer Services Team Leader Customer Service Advisors and Apprentice
Answer calls offered by the telephone system for the main Council telephone number 01353 665555 within 30 seconds	Monthly - 90%, annually	New performance measure.	Customer Services Team Leader Customer Service Advisors and Apprentice
Respond to emails to the customerservices@eastcambs.gov.uk mail box within 48 hours, the response will include a resolution or, if this is not possible at first point of contact, details of	Monthly - 90%, annually	New performance measure.	Customer Services Team Leader Customer Service Advisors and Apprentice

Performance measure

Target and reporting timescale

Baseline/output from 2022 to 2023

Owner and co-owners

action taken to ensure the customer's enquiry is resolved as soon as possible

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: Sound financial management.

Performance measure

Target and reporting timescale

Baseline/output from 2022 to 2023

Owner and co-owners

Monitor avoidable contact and work in partnership with service representatives across the Council to identify ways to reduce failure demand across the authority

As required, annually

Worked closely with Communications team throughout the year, particularly in respect of the waste service, support for Ukraine and cost of living crisis.
Worked closely with ECSS to ensure information given to customers was correct and up to date and that recurring issues are investigated and resolved.
Improvements have been made to the business grant forms, licensing forms, the community advice web pages and new suite of pages and online forms relating to event safety.

Customer Services Manager
Customer Service Team Leader
Digital Services Officers

Continue to provide a frontline service for ECSS and support the development of their service throughout 2023 to 2024

As required, annually

Fully supported ECSS with the round reconfiguration, black bag distribution, brown bin renewals and change of senior personnel.

Whole team activity

Respond to Building Control and Planning copy requests within 5 working days

100%, annually

100% achieved (April 2022 to January 2023), 98.5% completed within 24 hours.
February and March 2023 figures to be advised.

Customer Services Team Leader
Customer Service Advisors and Apprentice

Attend and make an effective contribution to monthly ARP Customer Service meetings and develop an action plan that supports and demonstrates commitment to the ARP Better Connected Journeys programme

100%, annually

Completed and included:

- ECDC representation at Customer Strategic, Tactic and Buddy meetings.
- the delivery of the main scheme £150 energy rebate and the Council's discretionary energy rebate
- customer journey analytics
- review of written comms
- Work Programme Planning
- tele solutions

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 2022 to 2023

Owner and co-owners

Achieve 99% website availability each month

Monthly - 99%, annually

New performance measure.

Customer Services Manager
Plan Alpha Systems

Achieve a monthly website bounce rate of between 26% and 40%

Monthly - 26% to 40%, annually

New performance measure.

Digital Services Officers

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: Social and community infrastructure.

Performance measure

Target and reporting timescale

Baseline/output from 2022 to 2023

Owner and co-owners

Promote and provide an assisted digital service for customers claiming Housing Benefit, Council Tax Support and Universal Credit and provide take up figures to the Director Legal and Anglia Revenues Partnership

100%, annually

Assisted with 477 forms during the annual year 2022. A significant increase from the 170 people requiring digital assistance in 2021.

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 2022 to 2023	Owner and co-owners
<p>Ensure all members of the Customer Service team receive adequate training to fulfil their role</p>	<p>100%, annually</p>	<p>Complete in accordance with Corporate training and individual training plans. Training has included:</p> <ul style="list-style-type: none"> • conflict management telephone online training • equality and diversity • UC and HB/Council Tax refresher training • fire warden and bomb threat training • emergency rest centre training • cyber ninja data protection online training • safeguarding 	<p>Customer Services Manager Customer Services Team Leader</p>
<p>Team meetings</p>	<p>Minimum 4 a year, annually</p>	<p>Completed 11 team meetings (on the last Tuesday of the month, with the exception of December, outside office hours).</p>	<p>Customer Services Manager Customer Services Team Leader</p>
<p>One to one meetings</p>	<p>Minimum 4 a year, annually</p>	<p>Completed.</p>	<p>Customer Services Manager Customer Services Team Leader</p>
<p>Appraisals completed annually and within timeframe set by HR.</p>	<p>100%, annually</p>	<p>100%</p>	<p>Customer Services Manager Customer Services Team Leader</p>
<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 	<p>Minimum annually, annually</p>	<p>Customer Services Business Continuity Plan reviewed annually. 4 minor data breaches recorded and reported in line with Council GDPR data breach guidance. Additional processes put in place where possible to prevent recurrence. Team completed annual GDPR training. Archived data held in Customer Relationship Management system in line with corporate retention policy. Undertaken data cleansing of customer service data held in Outlook. No successful security attacks nor data leakage recorded again the Council's website and Customer Relationship System during 2022 to 2023. Customer Services risk assessment reviewed annually and as required. Last reviewed January 2023. Customer Services Team Leader is member of the Council's Health and Safety Working Group.</p>	<p>Customer Services Manager Customer Services Team Leader</p>

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 2022 to 2023	Owner and co-owners
Reduce Customer Services annual paper usage by 10%	100%, annually	New performance measure.	Whole team activity

