

Customer Services – 2018/19

Overview of the service

The remit of the Customer Services Team is to provide a front line service for all Council Services, delivering high levels of customer service and responding in a fast, efficient and helpful manner. 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 main priority and providing access to Council services 24 x7.

The team monitors the needs of customers, customer feedback and works with Service Delivery 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 change, policy and political decisions 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 for more cost efficient channels such as the internet and online services via the web.

Cost of service

The cost to run the service totals £385,491 per annum.

Staffing information

Number (x)	Post	Full/Part time
1	Customer Services Manager	Full Time
1	Customer Services Team Leader	Full Time
7	Customer Service Advisors	Full Time
2	Customer Services Advisors	Part Time
1	Customer Services Apprentice	Full Time
1	Web/CRM Development Officer	Part Time
1	Customer Engagement Officer	Part Time

Our Members Service Delivery Champion is Councillor Jo Webber.

Forward planning for Councillors

Proposed date of decision	Item	Service Area	Service Delivery Champion	Committee
18 th June 2018	Single sign on - Customer access to Council Tax, Housing Benefit & Business Rate accounts via Firmstep Self Service Portal	Customer Services – Online Services	Cllr Jo Webber	Resources and Finance



Commitments towards our Vision

Service Delivery Plan- Customer Services



Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners
To be accessible, responsive and flexible to customer needs.	Delivering a financially sound and well managed Council A fantastic place to live, work and visit.	Monitor Customer feedback and service performance and provide quarterly service reports to Service Leads and CMT.	Q1 Q2 & Q3 reports provided 20/07/2017 20/10/2017 11/01/2018 Q4 reports due April 2018.	Annette Wade - Customer Services Manager Sue Garwood – Web/CRM Development Officer
		To support the Implementation of Universal Credit in September 2018 by <ul style="list-style-type: none"> - Undertaking Universal credit training by 31st July 2018. - <u>Working with ARP and Housing Services to develop an action plan to prepare and support the Customer transition to Universal Credit by 31st May 2018.</u> 	N/A new target	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		To implement self service improvements and maximise the potential of the Council's reception area in preparation for the full roll out of Universal Credit in September by 31 st July 2018.	N/A new target	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services Team Leader.
		To maintain monthly abandoned telephone call rates to 10% of all calls offered via the Council's telephone system.	10%	Helen Sarkies – Customer Services team Leader All Customer Service Advisors/Apprentice.
		To ensure all new Customer Service Advisors receive mental health training within 6 months of their employment.	Previous supplier no longer available. Alternative supplier sourced and all outstanding training now complete.	Helen Sarkies – Customer Services Team Leader
		To develop and launch an Assisted Digital Service for Customers claiming Universal Credit by 1 st September 2018.	Complete	Helen Sarkies – Customer Services Team Leader.
To maximise commercial opportunities of the Council Website.		Subject to member approval create a single sign on for East Cambs Self Service Portal for customers to access and manage their Council Tax, Housing Benefit and Business Rates accounts by 31 st December 2018.	Incomplete - Intention to follow and learn from East Suffolk's implementation to establish actual deliverables/possibilities – their project has hit a number of snags. Project to be carried forward to next year.	Annette Wade - Customer Services Manager. Sue Garwood - Web/CRM Development Officer
		Promote self- service and increase paperless Council Tax billing sign ups to 5% by 31 st March 2019.	2%	Helen Sarkies - Customer Services team Leader All Customer Service Advisors/Apprentice
To help reduce failure demand across the authority		Monitor avoidable contact and provide 6 monthly reports to Service Leads and CMT.	Six monthly avoidable contact reports provided : Apr - 28.4% May - 30.4% June - 24.7% July - 18.7% Aug - 23.0% Sept - 27.4%	Sue Garwood - Web/CRM Development Officer Helen Sarkies – Customer Services team Leader All Customer Service Advisors/Apprentice

Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners
To develop the Customer Relationship Management System to respond to Customer enquiries effectively.			Oct -22.7% Nov - 19.9% Dec - 24.0% Jan – 24.0%	
		Develop and agree an action plan to reduce avoidable contact with each service by 31 st March 2019	Performance measure now linked to Lean System Thinking work	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services team Leader Karen Carter – Customer Engagement Officer
		Review Service Standards by 30 Sept 2018.	As above	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services team Leader Karen Carter – Customer Engagement Officer
		Add service standards and escalations to all CRM forms by 31 st Dec 2018.	N/A new target	Sue Garwood – Web/CRM Development Officer Karen Carter – Customer Engagement Officer
		Review customer email notifications to ensure they are clear, informative, relevant and timely by 31 st March 2019.	To be carried forward to 18/19	Sue Garwood – Web/CRM Development Officer Karen Carter – Customer Engagement Officer
To work proactively and support the customer experience and reduce silo working	Delivering a financially sound and well managed Council	To continue to support the transfer of the Waste contract to the East Cambridgeshire Trading Company on 1 st April 2018.	On-going	Annette Wade – Customer Services Manager Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Engagement Officer. Helen Sarkies – Customer Services team Leader.
		To respond to BCPL Copy requests within 5 working days.	N/A new target	Helen Sarkies – Customer Services team Leader All Customer Service Advisors/Apprentice
		Ensure all customer service advisors and the CRM/Web team receive adequate training on relevant ICT systems, policy and procedure, contact handling and dealing with difficult customers.	On-going	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		A minimum of 4 Team Meetings completed annually.	Complete	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		Staff one to ones completed at least 4 times per year.	Complete	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		Appraisals completed annually and within time frame set by HR.	Complete	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		Service awareness briefings for Service Delivery Champion	Complete	Annette Wade – Customer Services Manager.

Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners
Ensure that the Council's corporate risks are managed effectively and mitigations are put in place to reduce impact	Delivering a financially sound and well managed Council	To regularly review corporate risks including <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 avoid financial penalties. - Information security to protect personal data, prevent financial penalties protect council reputation and provide confidence in online services. - Health & Safety of members of the public visiting the Council Offices. 	On going	Annette Wade – Customer Services Manager.