

**EXECUTIVE
COMMITTEE**

Date: 13th September 2011

**MAKING EXPERIENCES COUNT - QUARTERLY CUSTOMER SERVICE
REPORT**

Relevant Portfolio Holder	Cllr Michael Braley – Corporate Management
Portfolio Holder Consulted	Yes
Relevant Head of Service	Amanda de Warr – Head of Customer Services
Wards Affected	All Wards
Non-Key Decision	

1. SUMMARY OF PROPOSALS

This report provides Members with some key information in respect of customer service, including an update on progress against the Every Customer Every Time customer experience strategy and customer feedback data for the first quarter of 2011/12.

2. RECOMMENDATIONS

The Committee is asked to RESOLVE that:

the update for the period 1st April 2011 – 30th June 2011 be noted.

3. KEY ISSUES

- 3.1 The report, attached at Appendix 1, sets out transaction volumes and information against our measures within the Customer Service centres. These are to be used for information and are not targets. The report also sets out volumes of customer feedback, including Local Government Ombudsman complaints and information on how well we have handled these against our agreed timescales. There is no targets in respect of numbers of complaints and compliments as enforcing targets can lead to complaints not being recorded and compliments being solicited in order to meet targets which are have little meaning. Instead we will focus on learning from the feedback we receive.

Financial Implications

- 3.2 There are no direct financial implications.

Legal Implications

- 3.2 There are no specific legal issues arising from this report. Any legal issues arising from complaints are dealt with on a case by case basis.

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Service/Operational Implications

- 3.4 The Every Customer Every Time Customer Experience Strategy was launched in March 2011 and sets out our vision for excellent customer service provision and improve the customer experience when having contact with the Council.
- 3.5 Quarterly reporting is intended to ensure Members are aware of progress and updated in respect of customer feedback, especially complaints made in respect of service provision.
- 3.6 Good customer service improves value for money by reducing failure demand. Improvements to the way we handle complaints has resulted in less officer time spent chasing responses and re-investigating.

Customer / Equalities and Diversity Implications

- 3.7 It is important to monitor aspects of customer service to ensure that we are improving and developing. Customers need to know that we respond properly to complaints, act on the issues raised and report on them. Customer feedback is a valuable tool for understanding what is going well, and what not so well, within the organisation.
- 3.8 Measures (rather than targets) provide us with useful information about what is happening in our organisation and help us to understand where changes may impact.
- 3.9 Although led by the Head of Customer Services, the customer experience strategy applies to all services and progress against the action plan involves offices from many services working together to the benefit of customers.

4. RISK MANAGEMENT

- 4.1 It is important to analyse the Council's complaints or compliments and for the Council to identify whether there are any trends which need to be addressed and any lessons learned in order to improve the Council performance and service to the Customer. The Customer Service Centre data is important for monitoring service delivery and identifying areas for change or improvement.
- 4.2 Failure to monitor actions in respect of the customer experience strategy could result in failure to progress.

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5. APPENDICES

Appendix 1 - **Making Experiences Count, Quarterly Customer Service Report**

6. BACKGROUND PAPERS

The details to support the information provided within this report are held by Head of Customer Services

AUTHOR OF REPORT

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