

**CUSTOMER ACCESS GROUP**  
**Monday, 29th September, 2008**

Present:- Councillor Wyatt (in the Chair); Clare Bailey, Graham Clark, Ann Cocking, Mark Evans, Richard Garrad, Mark Leese, Asim Munir and Jayne Wild

Apologies were received from Mark Gannon, Dave Roddis, Sneh Soni and Jasmine Speight.

**1. TERMS OF REFERENCE AND MEMBERSHIP OF THE GROUP**

Agreed:- That Mark Evans would draft the Terms of Reference and circulate them to all Members of the Group.

**2. CUSTOMER ACCESS STRATEGY**

Mark Evans gave a presentation in relation to the Customer Access Strategy. The presentation drew specific attention to:-

- Customer Access Vision which was built around five themes
  - Improving the customer experience
  - Re-focussing our priorities
  - Joint up service delivery
  - Marketing and promoting ways to access our services
  - Learning development and training
  
- The strategy would look to:
  - Improve our customer insight and segmentation capabilities
  - Improve further the access to services across all channels
  - Develop a “satellite access model” for face to face contact
  - Work with our customers to facilitate their transition to using alternative channels if they are able to do so.

A suggestion was made and agreed to include Performance Management within the Terms of Reference.

**3. TRANSFORMATION PROGRAMME**

Mark Evans informed the Group that a presentation had been made to CMT three weeks ago in relation to the Business Transformation Programme.

Each directorates had identified a list of business areas where transformation work could be undertaken. A further set of review meetings were being arranged to cut-down the list to focus on the priority areas. Once the areas had been identified a business case would be produced with Directorate leads and RBT to find the best option for transforming and delivering each business area.

**4. CMT UPDATE REPORT ON CUSTOMER SERVICE EXCELLENCE ACCREDITATION**

Mark Evans circulated a report which was to be circulated to CMT on 6<sup>th</sup> October in relation to the update on Council Wide accreditation against the Customer Service Excellence Standard.

The report provided a summary of the work conducted so far in relation to obtaining accreditation. It highlighted the current issues identified which were fundamental to achieving compliance against the standard and provided three options for consideration relating to continuation of achieving council-wide accreditation.

Mark confirmed that he would email a copy of the report to all Members of the Group for their comments prior to 6 October 2008. He asked for all comments to be made by the end of Tuesday 30 September 2008.

**5. REVISED PEOPLE AND SERVICE FIRST GUIDES**

Mark Evans reported that the People and Service First Guides was to be re-branded by the Design Studio to "Customer First". He confirmed that a decision had been made to consolidate the previous two complaint procedure guides into one and to revise the content.

An E-Learning package in Customer Care was in the process of being finalised with Strategic HR and this would be available to all council employees and be used as part of the corporate induction training.

Mark confirmed that he would arrange for demonstration of the new E-Learning package for the next meeting.

**6. PAYMENT OPTIONS**

Mark Evans reported that the Council were currently reviewing the range of payment methods it offers customers for making Council payments. The Working Group that had been set up would shortly be publishing its options paper which would be circulated to the Group.

Resolved:- That the position be noted.

**7. REVIEW OF SERVICE STANDARDS**

Mark Evans reported that service standards were to be introduced in all service areas across the Council. Each service area would be asked to identify the service areas which needed service standards setting and he asked all Members of the Group to advise him of these. He confirmed that he would pull together a corporate guide to assist with the process.

**8. DATES OF FUTURE MEETINGS**

Resolved:- That the next meeting of the Group be held on Monday 10 November 2008 at 10.30 am.