

Appendix A: Customer Feedback for 2009/10 – Lessons Learnt

Issues Raised	Lessons Learnt / Actions Taken
All required information has not been requested from the customer.	<ul style="list-style-type: none"> • The Revenues and Benefits process is being reengineered. • Retraining has been provided to customer service staff.
Incorrect data added to a customer record.	<ul style="list-style-type: none"> • Data is now being cross matched against information provided by partner organisations. • Retraining has been provided to customer service staff. • Quality Assurance processes have been implemented.
Summons issued to customers who had been informed that they had made an overpayment.	<ul style="list-style-type: none"> • A system error occurred which affected a number of local authorities. Staff members have implemented manual checks until the error was resolved.
Incorrect information provided to customer by a member of staff.	<ul style="list-style-type: none"> • Retraining has been provided to customer service staff.
Direct debit incorrectly set up for a number of customers.	<ul style="list-style-type: none"> • The process for implementing new payment arrangements has been reviewed and revised. • Training notes have been produced and retraining has taken place.
Summons issued to customer who had made a payment.	<ul style="list-style-type: none"> • The process has been reviewed and retraining has been provided.
Customer requests for information have been left unanswered.	<ul style="list-style-type: none"> • Work allocation and quality assurance processes have been refined
Incorrect customer details input on customer correspondence.	<ul style="list-style-type: none"> • The process has been reviewed and revised. • Quality Assurance processes have also been implemented.

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Customer complained about the length of time they had to wait before a member of staff was able to deal with their query.	<ul style="list-style-type: none"> • Cross training has taken place to increase knowledge levels of staff members. • The contact centre system has been enhanced to allow us to inform customers of delays.
Customer has not received a refund of council tax which was promised.	<ul style="list-style-type: none"> • Retraining has taken place for a member of staff.
Customer has not received a benefit payment which was promised.	<ul style="list-style-type: none"> • Alternative working practices have been implemented within the service.
Customer complained that the attitude and manner of the Customer Service Representative was unacceptable.	<ul style="list-style-type: none"> • Retraining has taken place and this is reinforced through ongoing customer care training.
Customer did not receive a call back as promised.	<ul style="list-style-type: none"> • Quality Assurance processes have been implemented.
Customer did not receive a home visit as promised.	<ul style="list-style-type: none"> • Coaching has been provided to staff members.
Payment has been taken twice from a customer's bank account.	<ul style="list-style-type: none"> • Processes have been reviewed and reinforced across the team.
Customer complained about the length of time taken to administer their service request.	<ul style="list-style-type: none"> • The Revenue and Benefits process is being reengineered.
Customer complained that social services were invited to a meeting without authority.	<ul style="list-style-type: none"> • The process has been amended to validate that authority has been obtained.

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A refund was issued to a customer for a payment that had not cleared the banking system.	<ul style="list-style-type: none"> The process has been reviewed and retraining has been provided
Customers received a misleading mail shot suggesting that refreshments would be served.	<ul style="list-style-type: none"> Quality Assurance processes have been implemented for mail shots and we will ensure that we clearly state when and where refreshments will be served.
Mobile library service did not attend as scheduled.	<ul style="list-style-type: none"> Customer Contact details have been reviewed so that more customers can be contacted when services need to be amended.
All Saints Toilets were closed at 5pm.	<ul style="list-style-type: none"> The service has improved advertising the facilities opening times and provided signposts to the nearest alternative.
Inappropriate language was used by a taxi driver whilst transporting a child.	<ul style="list-style-type: none"> The service has met with the contractor and formally re enforced the need for them to be mindful of their responsibilities when vehicles are occupied by customers.
Customers complained that the computers in Central Library were slow to boot up.	<ul style="list-style-type: none"> More frequent PC clean up exercises are undertaken.
The blocked gullies section of the website is unclear.	<ul style="list-style-type: none"> The website has been amended. Drainage booklets have been amended and the procedure for logging blocked gullies has been reviewed and improved.
The surface of Clifton Park water play area is slippery.	<ul style="list-style-type: none"> The existing surface is to be removed and samples of new surface alternatives will be tested for suitability.

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A fixed penalty notice was received for displaying an out of date parking permit, but no renewal reminders had been issued to the customer.	<ul style="list-style-type: none"> The fixed penalty notice was reimbursed and all residents will be informed that reminder letters are no longer issued.
A complaint was received about the issue of a legal notice under Building Act 1984.	<ul style="list-style-type: none"> We will issue a covering letter which accompanies all future legal notices.
Bins are emptied and are not replaced in the correct spot, causing obstructions to driveways and properties.	<ul style="list-style-type: none"> Crews have been reminded of their obligation to replace the bins in locations left by residents and that obstructions should not be created.
Customers complain that we do not contact them individually in relation to planning consultation.	<ul style="list-style-type: none"> Statutory documentation is followed. Neighbourhood consultation is undertaken and site notices are displayed. Often notices are also put in the press. We are unable to individually contact all individual parties within the timescales prescribed.
Customers are aggrieved that only a temporary repair is undertaken for pot holes, rather than a full resurface.	<ul style="list-style-type: none"> Budgetary constraints prevent a full resurface to be completed. Additional funding has been secured specifically to invest in our highways. Regular updates in relation to road condition are being posted on the website.
Refuse bins have not been emptied in accordance with the weekly schedule and customers have not been informed.	<ul style="list-style-type: none"> The website will be regularly updated. Radio messages will be provided. We will provide email updates to those customers who provide us with their email address. Consideration is ongoing in relation to using Neighbourhood Wardens to cascade messages.
A customer complained that they were not consulted when changes were made.	<ul style="list-style-type: none"> Procedures have been reviewed and revised to ensure consultation happens and staff members have been informed.

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Customer complained that consent was not obtained before changes were made.	<ul style="list-style-type: none"> The case has been reviewed and there is a need for greater communication with the family. This will be implemented.
Customers want us to take a proactive attitude towards dog fouling.	We will publicise information about how many fines we issue. We will also make the process to report dog fouling much clearer for customers.
The council failed to provide them with updated information about a council meeting.	<ul style="list-style-type: none"> We have introduced a standard protocol for cancelled meetings across all Area Assemblies.
Customers are prevented from transferring properties as they are considered to be adequately housed and they are concerned about the availability of suitable properties.	<ul style="list-style-type: none"> We have strengthened mutual exchange advertising at key locations. We are promoting mutual exchange on the website and have promoted this within Rotherham Advertiser.
Customers feel a lot of council stock is being used to house asylum seekers.	<ul style="list-style-type: none"> We have developed a myths and key facts poster to display on the website, in Key Choices Property Shop and 2010 Neighbourhood Offices.
Complaints were received about a lack of information after an application of adaptation has been submitted.	<ul style="list-style-type: none"> We have introduced a 10 easy steps card, including key contact numbers.
Customers feel penalised by the housing allocations policy.	<ul style="list-style-type: none"> We have created an easy read version which will help customers to better understand the way properties are allocated. We now provide improved information on lettings for customers.
A customer was concerned that the assessment of their mother had not been completed correctly.	<ul style="list-style-type: none"> We will review and improve information available to families at 1st point of contact.
Customers were not properly consulted regarding placement into respite care and that other options	<ul style="list-style-type: none"> We will review and improve the simplicity of information regarding charges for care.

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were not considered.	
A customer was concerned that services were going to be taken away because he has made a complaint.	<ul style="list-style-type: none"> • We will introduce a statement within complaints literature to reassure customers that this will not have a negative impact on the services/support they are entitled to.
A customer was concerned that no action was taken following submission of noise nuisance monitoring diary sheets.	<ul style="list-style-type: none"> • We will include an advice leaflet when we issue a first stage letter. • We will review and refresh information leaflets and standard letters. • We will review and refresh the service standards.
A customer complained about the service they received from occupational therapy staff.	<ul style="list-style-type: none"> • We will strengthen our customer care training package and roll out to staff.
A customer complained that the occupational therapy service did not take their views into account.	<ul style="list-style-type: none"> • We will review the Social Care Assessment document to ensure that customer views are included and that a negotiated outcome is reached.
A customer complained that there were errors in the assessment document and carers assessment.	<ul style="list-style-type: none"> • We will develop quality service standards for social care assessments and care note recording. • We will include a letter which allows the customer to agree or disagree with the assessment, and recommends contacting the assessor to discuss amendments required.
Customers complained that there were delays in completing social care assessments.	<ul style="list-style-type: none"> • We will refresh customer service standards to incorporate current performance and indicate actions for improvement. These will be issued to customers at 1st point of contact.
Customers believed that the publicity covering changes to the Meals on Wheels service was misleading.	<ul style="list-style-type: none"> • We will identify learning from meals on wheels and carers grant publicity and implement this in future publicity campaigns.

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<p>Customers did not understand the information they received or understand why decisions had been made.</p>	<ul style="list-style-type: none"> Information has been reviewed via the Learning from Customers Forum.
<p>A customer complained that the social worker completing their community care assessment had left their post and had not been replaced. This resulted in a 7 month delay.</p>	<ul style="list-style-type: none"> Leaver procedures have been implemented and are quality checked by senior members of staff.
<p>Customers complained that there was a lack of contact details for social care services other than assessment direct.</p>	<ul style="list-style-type: none"> We will look to develop personalised information for customers and include 'my top 5 contacts' with the information packs provided to customers.