

2023 01 LGA Customer Services Peer Challenge – Improvement Action Plan

Ref. No.	Recommendation	Actions & Outcomes	Current Status	Timescales For Delivery
2.1	Ensure that there is a corporate approach to improved customer access and experience	<ul style="list-style-type: none"> • Establish Customer Experience Work programme to improve the quality and consistency of customer access and experience. <i>(Please see Customer Experience Action Plan for further details of actions and activities already underway/planned)</i> • Setup a new Strategic Customer Experience Board • Establish a new set of approved customer standards and ensure all themes are fully adopted and evidenced across the whole Council. These customer standards align with the following strategies: <ul style="list-style-type: none"> • Digital Strategy • Customer Access Strategy • Customer & Digital Design Principles • Accessibility Statement • Equality Impact Assessment • Library Strategy • Systems, processes and training in any service that has direct contact with customers, to focus on the same customer service values and improved customer outcomes; to be embedded in all service plans and strategies. • Consult with Customer Services before undertaking any work to implement proposed changes/new initiatives that are customer facing; thereby ensuring consistency and the avoidance of anything that might otherwise negatively impact Customer Access and Customer Experience. • Make use of Business Intelligence to identify any common themes that suggest areas of focus to improve Customer Access & Experience. For example: <ul style="list-style-type: none"> • Volume of customer demand by topic and channel • Wait times • Complaints 	<p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Not started</p> <p>Not started</p> <p>Not started</p>	<p>Apr 2022</p> <p>Jan 2023</p> <p>Dec 2022</p> <p>Apr 2023</p> <p>Apr 2023</p> <p>Apr 2023</p>

2023 01 LGA Customer Services Peer Challenge – Improvement Action Plan

		<ul style="list-style-type: none"> Satisfaction Survey results 		
2.2	Improve internal communication and co-ordination	<ul style="list-style-type: none"> Work with service leads to better understand the type of information being posted out/broadcast, seasonal volumes and likely impact. This will enable the creation of a council-wide co-ordinated mail calendar, allowing the corporate contact centre and others to have more time to prepare for peak periods and increase resources temporarily if needed. This programme of work will consider: <ul style="list-style-type: none"> Type of information being sent and channel used Information content and style – eg. customer readability Volume Timing of planned mail outs Statutory obligations Times of year when contacts with the council can be predicted to increase (for example the time of year at which green waste charges are due for renewal). Review and refresh the format of Team Meetings in the corporate contact centre to ensure staff feel more informed about service performance/customer experience and are more proactively encouraged to raise concerns and ideas for improvement. 	Not started	Jun 2023
			Complete	Oct 22
2.3	Consider greater involvement of councillors in corporate priority programme and project management	<ul style="list-style-type: none"> Work with all Strategic Leaders and directors to make sure they have the relevant customer service data to share with their respective cabinet member. Provide regular updates on Customer Service performance and Customer Experience programme highlights to the Leader 	In progress	Apr 2023
			Complete	Jan 2020
2.4	Improve co-ordination of corporate strategies, services and teams	<ul style="list-style-type: none"> Review current and directly related strategies to ensure they align appropriately with the themes of the new Customer Standards: <ul style="list-style-type: none"> Customer Access Strategy Customer Service model Digital Strategy 	Complete	Oct 2022

2023 01 LGA Customer Services Peer Challenge – Improvement Action Plan

		<ul style="list-style-type: none"> Ensure all AD's are aware of the need to ensure any future strategies, principles, models are aligned with the themes of the new Customer Standards 	Not yet started	Apr 2023
2.5	Explore ways to use technology to improve customer experience	<ul style="list-style-type: none"> Use telephony data to better understand cross organisational contact centre demand, patterns, trends and pinch points that create poor customer experience. Using the data above, identify opportunities to use technology to improve call handling efficiencies across the whole Council. <ul style="list-style-type: none"> Implement a 'call back' facility in the corporate contact centre to allow customers to leave a message rather than wait in a queue when the service is busy: Implement a call back facility on all corporate contact service lines Identify other contact centres that could benefit from a call back facility and implement the same solution Schedule resources more effectively by creating staffing rotas that are more closely aligned to the days/times of peak customer demand Make use of google analytics to identify online engagement numbers, topics of interest, customer behaviours and failure points; thereby providing opportunities to improve customer access and experience. Review failed search data on a regular basis to identify search words or phrases that have not returned expected results. Implement a Rotherham Bin App to enable customers to check bin collection dates and create notifications that remind them when to put their bin out. Undertake feasibility studies and pilots (where appropriate) of new technology to improve customer access and experience: <ul style="list-style-type: none"> Voice enabled self-serve over a telephone Web chat/chat bot to help customers with the help and information they need Sharing of links to website information/forms by text message following automated request service Use of mobile communication apps (eg. WhatsApp, Messenger etc) as a means of receiving/submitted information and documents Process automation to reduce the need for manual intervention; thereby creating improved resource efficiency 	<p>In progress</p> <p>Complete</p> <p>In progress</p> <p>In progress</p> <p>In progress</p> <p>Ongoing</p> <p>Ongoing</p> <p>Complete</p> <p>In Progress</p>	<p>Feb 2023</p> <p>Mar 2022</p> <p>Apr 2023</p> <p>June 2023</p> <p>Apr 2023</p> <p>Monthly</p> <p>Monthly</p> <p>Nov 2022</p> <p>Jun 2023</p> <p>Apr 2023</p> <p>Sep 2023</p> <p>Sept 2023</p> <p>Jun 2023</p>

2023 01 LGA Customer Services Peer Challenge – Improvement Action Plan

2.6	Involve key stakeholders to help service improvements	<ul style="list-style-type: none"> • Ensure we are communicating with the right stakeholder groups and customers to design develop and test new or updated services and channels. <ul style="list-style-type: none"> ○ Create a 'User testing team' that allows customers to get involved in designing and testing digital services ○ Attendance at Community Reference group ○ Digital Inclusion Stakeholder group ○ Digital Inclusion Survey ○ Tenant scrutiny Panel ○ Mystery Shopping of face to face Customer Services ○ Customer Access questionnaire (permanent website feature) 	<p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Complete</p>	<p>Oct 2019</p> <p>Jan 2019</p> <p>Dec 2021</p> <p>Mar 2022</p> <p>Mar 2022</p> <p>Feb 2022</p> <p>Apr 2018</p>
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