

# City of Wolverhampton Council Customer Experience Strategy

Delivering Customer Service Excellence



# Contents

## Contents

Introduction	3
Strategic Context – Our City: Our Plan	4
Our City, Our Customers	5
Our current customer experience in numbers	6
Our Customer Promise	7
Our Priorities	8
<b>Provide a Seamless Customer Journey</b>	9
<b>Design Customer Centred Services</b>	10
<b>Unlock the Power of Data and Digital</b>	11
<b>Deliver Value for Money</b>	12
<b>Provide Inclusive Accessible Services for All</b>	13
<b>Monitoring and Evaluation</b>	14

# Introduction

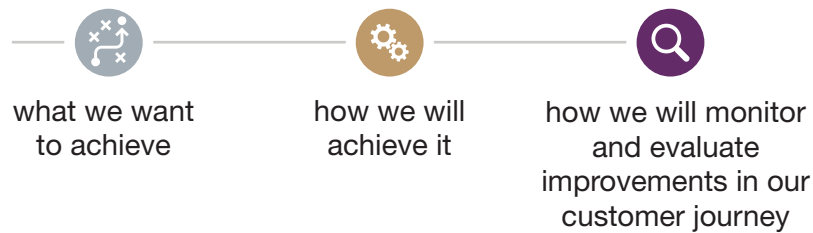
The Customer Experience strategy sets out a framework for how we will work as One Council to deliver first class customer services to our communities.

We have made great progress over the last 24 months, changing as a Council to meet new needs and demands as a result of the pandemic. We have continued to maintain high standards of service throughout and were recently reaccredited as an organisation which offers 'Customer Service Excellence'.

Our motivation is simple; we want to make sure our services deliver what you really want, when you want, and that you are able to access those services in a way that suits you best.

This strategy has been developed in partnership with you. It outlines what we have agreed to achieve.

### This strategy clearly sets out;



This strategy is a promise to all our customers. It is about putting customers first at the heart of everything we do, from how we design services to how we respond to feedback.

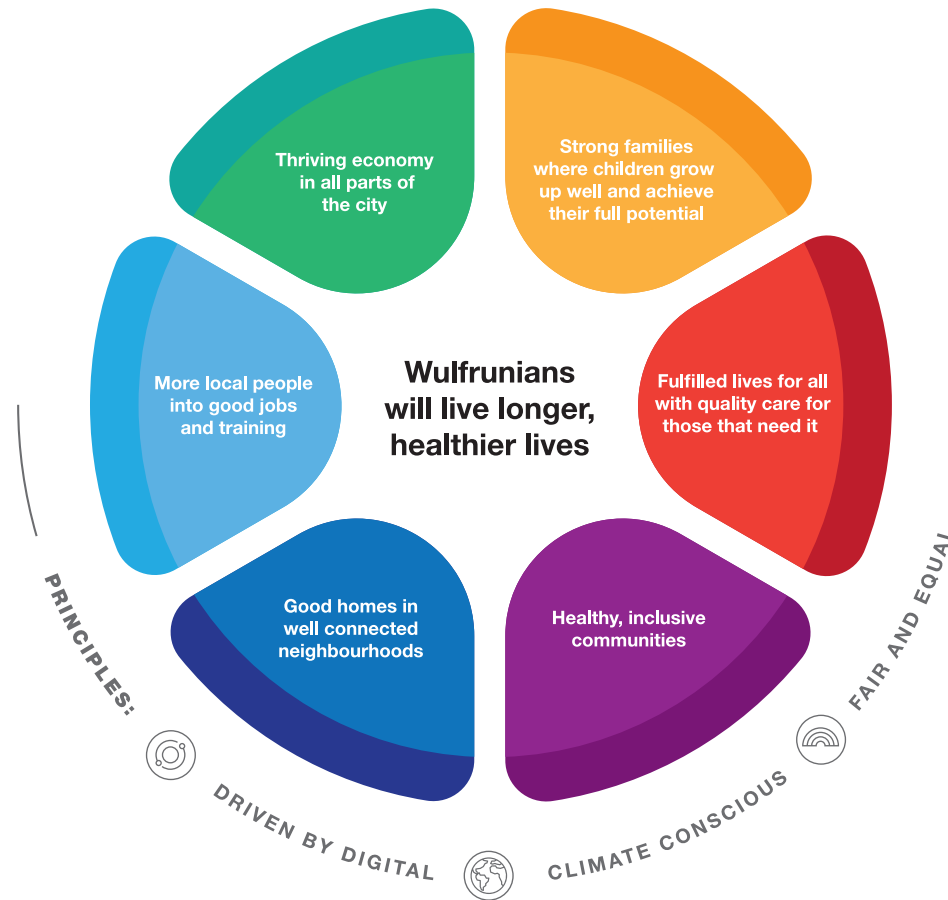
It is also about better use of technology -such as more options to complete transactions through 'self-service' systems, having one single sign on for users and joining up systems so information is stored better.

Better use of technology will enable us to provide more face to face customer service to meet the needs of our residents and visitors.

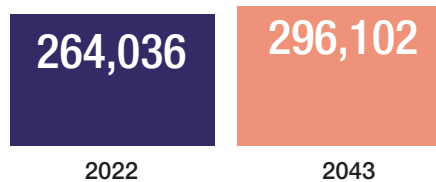
# Strategic Context – Our City: Our Plan

Our City: Our Plan sets out how we will work alongside our city partners to deliver better outcomes for local people.

Ensuring that all local people and businesses can access the services they want in a way that fits their needs is integral to delivering our plan. Driven by digital, climate conscious and fair and inclusive are key elements of Our City: Our Plan and they are principles which we will continue to develop and embody through our Customer Experience strategy.



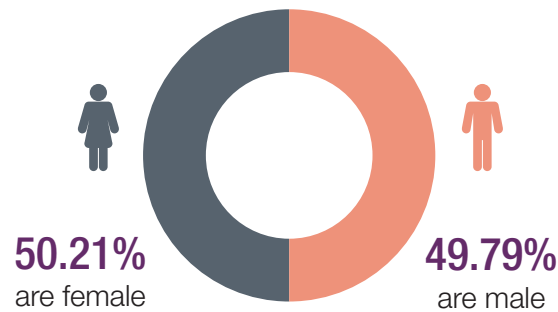
# Our City, Our Customers



264,407 people live in Wolverhampton.  
The population is expected to grow to 280,000 by 2030.



Whilst the population of Wolverhampton is younger than the English average, the '65+' age group is expected to rise faster than younger cohorts.



50.21% are female

49.79% are male

85% of residents speak English as their first language.

There are **over 88 languages** spoken in the city.

21% of City of Wolverhampton Residents have a long-term health condition / disability.

23% of residents were born outside the United Kingdom



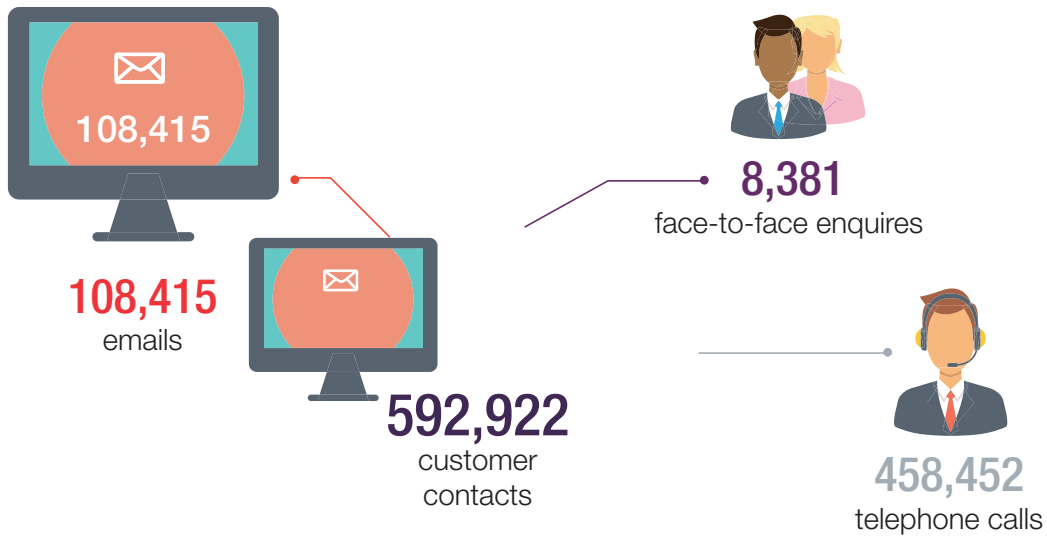
There are **9745** active enterprises across the city

Source data: ONS census 2021

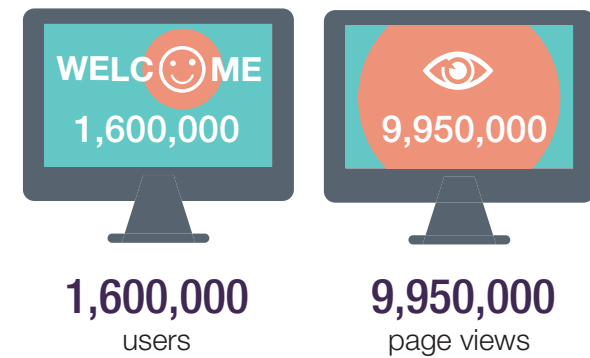


## OUR CURRENT CUSTOMER EXPERIENCE IN NUMBERS

During the 2021-2022 financial year, Customer Services handled:



The council website has welcomed over:



## Our Customer Promise

We want to use every contact as an opportunity to add value to the customer. This could include sharing information about another service which could benefit them, helping to answer any queries they have about the services we provide or connecting together information we hold about them to ensure they are getting the support they need.

To ensure we do this in a consistent and effective way we have developed a 'Customer Promise'. The 'Customer Promise' defines the way that all of our employees across the Council will work with customers, whether they are residents, businesses, partners or suppliers.

### We will

- Make it easy for you to access information, services and support when you need them
- Answer your queries at first point of contact and keep you informed if it takes longer
- Value your feedback and take it into account when making improvements to our services
- Only collect relevant information from you, store it safely and use it appropriately
- Do what we say we will and put it right if we get it wrong

### You can help us to deliver our promise by:

- Working with us to get the information we need to help you
- Let us know if you have any specific needs
- Treat our staff politely

# Our Priorities

To support our Customer Promise we will deliver five overarching priorities. These priorities are presented separately but are all interlinked.





## Provide a Seamless Customer Journey

We will make it easier for our customers to access information, advice and services and enable them to help themselves. Our customer experience needs to be as good as the best and we will become much more focused on the customer experience at each stage of the customer journey.

### To deliver this priority we will

- Ensure customers are involved in the development of and redesign of our services
- Put our customer relationships first by aiming to get it right, first time, everytime to reduce multiple contact
- Be responsive, effective and consistent with our communication
- Embed council wide the Council's Customer Promise
- Make it easier for our customers to contact us
- Review and redesign all customer pathways across all channels focusing on resolving issues at first point of contact



## Design Customer Centred Services

With a growing population increasing demand for our services, we know how important it is to maintain the customer experience. We will include our customers when redesigning our services.

### To deliver this priority we will

- Work with other public sector organisations and community groups to give you seamless support
- Use locations around the city to deliver services in communities
- Share spaces with other service providers and partners to meet your needs
- Transform the work of our customer services team, reducing their administrative tasks and focusing them on supporting the digitally excluded and particularly vulnerable
- Give people more choice about how they can contact us
- Work with our customers to understand their needs and use this information to improve our services
- Ensure services are inclusive and respond to equality needs



# Unlock the Power of Data and Digital

Harnessing the power of digital technology will enable the Council to increase accessibility and flexibility for our customers, who want to communicate with us by phone and online whilst freeing up our resources to support those customers with more specific needs.

*To deliver this priority we will be:*

## **Inclusive**

- Train our staff to support you better
- Explore different channels for customer services, including chat and text
- Use Digital Champions to provide more opportunities for people to access digital support
- Make internet access available for people who may not have this at home and building digital skills by working alongside partners
- Help people over the phone to use their own devices at home
- Make sure Council services can be accessed via the internet and are user-friendly. This could be for information or advice, to make a payment or to request, apply or report something
- Use data we hold about our customers to inform the way we improve processes and deliver our services

## **Innovative**

- Implement a contact centre and telephony solution which will ensure that customers can contact and hear from the council reliably and consistently
- Make online channels convenient and easy to use so that customers choose this as their preferred method of contact with us
- Enabling customers to get the information they need and to access our services through online self-service
- Investigate the use of voice recognition to help customers find services more quickly
- Review our current website with a view of improving the mobile accessibility and useability through new technology
- Explore the utilisation of new technology such as artificial intelligence to deliver services in a more efficient way
- Use technology to make our services better for you



## Deliver Value for Money



We recognise the financial climate and understand the need for benefit focused outcomes. We will continuously look at our service delivery to review the customer experience and improve the way we work, removing any part of our processes which do not add value. We will use technology in a variety of ways to pro-actively identify and resolve issues, to reduce the cost of administering our services and to personalise our service.

### To deliver this priority we will

- Reduce demand and cost through innovative and effective redesign of our digital offer
- Develop more cost-effective ways for our customers to contact us
- Improve the efficiency of our services which will ultimately reduce costs and increase quality
- Continuous, robust analysis of the efficiency of our service provision
- Use innovative technologies to improve the customer experience and to provide value for money for customers

## Provide Inclusive Accessible Services for All

As more and more services are made available online, we will ensure that those customers who have limited digital skills and access to technology are supported and encouraged to develop their skills to take advantage of the numerous benefits associated with being online. We recognise that addressing the digital skills gap is not the responsibility of one organisation, we will look to work with local and national organisations to play our part in improving the lives of our customers.



### To deliver this priority we will

- We will ensure our services are inclusive and respond to equality needs
- We will support customers to enable them to access our services online, this will include supporting people who find it difficult to get online.
- We will make sure that digital assistance will be provided to ensure that customers can access services for themselves. This includes at our Civic Centre and also digital tools across other locations including libraries and Hubs.
- We know that some customers will not be able to get online at all, even with support. We will focus resource on complex enquiries and where digital may not be appropriate for those customers who are unable to use digital channels. We will make sure that these customers can still access our services in a way that suits them.

## Monitoring and Evaluation

This Customer Experience strategy was launched as a 'living' document and we will regularly review and refresh it to ensure that the priorities remain current, relevant and valid.

We will do this through a continuous conversation with local people, businesses and partners. Listening and learning from your feedback to help us keep improving our services.

To measure success, we will continue to develop our performance management framework for the Customer Experience Strategy.

### Initial key performance indicators will include;

- % of customers satisfied with how helpful and polite our customers service officers are
- % of customers who find it easy to contact us
- % of customers who find it easy to use our website
- % of customers who find our our online services useful
- % of customers satisfied with the time taken to resolve their queries
- % of customers satisfied with our service overall







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audio or in another language by calling 01902 551155

**wolverhampton.gov.uk** 01902 551155

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