

Customer Experience Strategy Consultation Report

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1. Background

- This Report provides an overview of the consultation response:
 - Summary
 - Telephone Surveys
 - Reception Surveys
 - Online Survey Results
 - Focus Group Results
 - Pre-decision scrutiny - 2 February
 - Recommendations

2. Summary

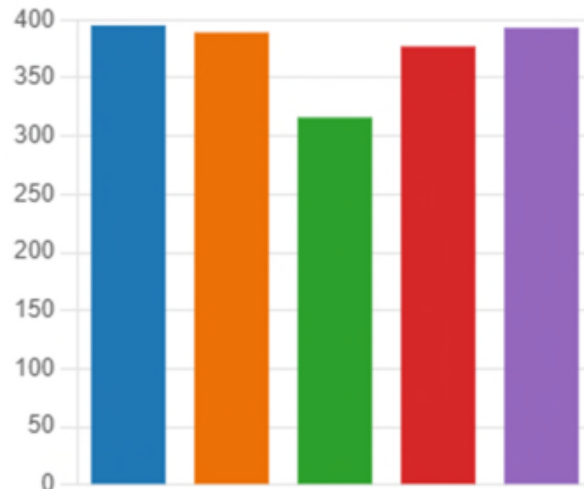
- Consultation ran from 7 November 2022 – 9 January 2023
- 479 telephone responses
- 46 online responses
- 129 responses to reception surveys
- EDI focus groups held with attendees representing an accumulative 777 residents
- 15 recommendations overall of which 5 have been implemented with 10 in progress



Telephone Survey Results

- The Customer Experience Strategy online survey closed on 9 January. There were 479 responses.
- 34% of those surveyed said they would find it helpful if they could attend a library or community hub nearer their home to access customer services.
- 46% found the council website 'easy' or 'very easy' to use (12% found it difficult or very difficult and 40% reported they have never used the website)
- 92% agreed with the proposed customer promise.
- The strategy's five priorities were generally well received with a considerable majority agreeing with each priority.

● Provide a Seamless Customer Jo...	395
● Design Customer Centred Servic...	389
● Unlock the Power of Data and D...	316
● Deliver Value for Money	377
● Provide Inclusive and Accessible...	393



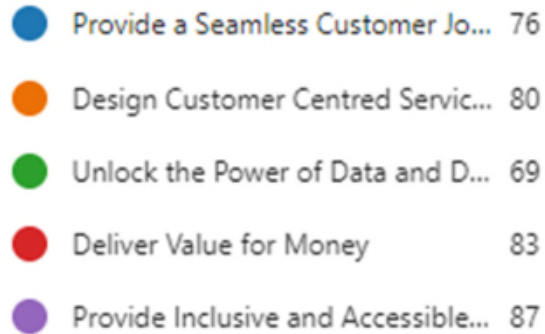
Telephone Survey Results

- 48% thought the strategy would make customer services more accessible vs. 1% who feared it would make customer services less accessible.
- The survey resulted in several recommendations:

Recommendation	Action Taken	Date for Completion
The ability to attend a library or community hub nearer home to access customer services.	Customer access points to provide support for council tax and blue badge application support have been successfully trialled at locations across the city. This offer will be broadened to include additional services and more locations.	In progress
A live chat / web chat function to contact customer services	Omnichannel will include an online chat solution.	July 2023

Reception Survey Results

- The Customer Experience Strategy online survey closed on 9 January. There were 129 responses.
- 47% of those surveyed said they would find it helpful if they could attend a library or community hub nearer their home to access customer services.
- 43% found the council website 'easy' or 'very easy' to use.
- 93% agreed with the proposed customer promise.
- The strategy's five priorities were generally well received with a majority agreeing with each priority.



Reception Survey Results

- 52% thought the strategy would make customer services more accessible vs. 1% who were concerned that it would make customer services less accessible.
- The survey resulted in several recommendations:

Recommendation	Action Taken	Date for Completion
A more accessible translation service.	ReciteMe software provides accessibility and language options and is available on our web pages.	Completed
Support/ training for residents to access services via the internet.	Customer access points are providing this support.	Completed
Reduce hold times when contacting the council via telephone.	Omni-channel solution and resource review will support the council's vision to reduce call wait times and improve communication.	July 2023

Online Survey Results

- The Customer Experience Strategy online survey closed on 9 January. There were 46 responses.
- 28% of those surveyed said they would find it helpful if they could attend a library or community hub nearer their home to access customer services.
- 70% found the council website ‘easy’ or ‘very easy’ to use.
- 89% agreed with the proposed customer promise.
- The strategy’s five priorities were generally well received with a considerable majority ‘agreeing’ or ‘strongly agreeing’ with each priority.

Priority	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Provide a Seamless Customer Journey	52.17%	41.3%	6.52%	0%	0%
Design Customer Centred Services	50%	32.61%	17.39%	0%	0%
Unlock the Power of Data and Digital	34.78%	30.43%	21.74%	2.17%	0%
Deliver Value for Money	63.04%	23.91%	13.04%	0%	0%
Provide Inclusive and Accessible Services for All	60.87%	21.74%	8.7%	2.17%	6.52%

Online Survey Results

- 39% thought the strategy would make customer services more accessible vs. 2% who feared it would make customer services less accessible.
- 46% of those with a disability thought the strategy would make customer services more accessible. (23% thought there would be no change and 31% responded ‘don’t know’).
- The survey resulted in several recommendations:

Recommendation	Action Taken	Date for Completion
Straightforward alternatives to online access for those who prefer to interact face to face.	Customer access points provide face to face support at local libraries, hubs and the civic centre.	In progress
Clearer communication with residents who make enquiries, explaining progress on their enquiry. <i>‘I would be happy if you just responded to my inquiry at the time or even sent message to say you were looking at it at the moment you just say you have passed it on. The customer has no idea where you have past it on to’</i>	Omni-channel solution and staff training will improve communication with residents.	July 2023
Reduce hold times when contacting the council via telephone.	Omni-channel solution and ongoing analysis of resource requirements will support with the reduction of call wait times.	July 2023

Focus Groups Results

- EDI focus groups were held with attendees representing an accumulative 722 residents.
- The strategy was received positively but the sessions also resulted in the following recommendations:

Recommendation	Action Taken	Date for Completion
Ongoing Monitoring – add ‘how satisfied were you overall’	Question will be included in the monitoring of customer satisfaction.	Completed
Support elderly to use inherited smart devices.	Customer access points to provide support.	In progress
Email contact address to be added to documents for braille and large print copies.	This requirement is in progress.	February 2023
Council to procure speech to text telephone technology to support deaf and hard of hearing people to contact the council.	This requirement is included in a current procurement exercise.	In progress
Develop training for staff around text relay calls.	Training delivered.	Completed
Council to provide a private room for Zebra Access to support deaf and hard of hearing people access services.	Room identified and offered to Zebra.	Completed
Ongoing focus groups to be developed to continue addressing any further issues regarding access to services.	Engagement with EDI Focus groups to be continued to monitor and evaluate service delivery and improvements.	In progress

Focus Groups – Stakeholders Engaged

Stakeholder Group	Attended Focus Group	Invited to Share Survey with Members	No. Residents Represented
Women of Wolverhampton	✓	✓	12
Appreciate-U	✓	✓	70
Vaal and Vaal Members Club	✓	✓	600
Zebra Access	✓	✓	40
Ethnic Minority Council	✓	✓	55
Interfaith Wolverhampton		✓	
Healthwatch Wolverhampton		✓	
Gujarati Association		✓	
TLC College		✓	
Community Action Network		✓	

Stakeholder Group	Invited to Share Survey with Members	Stakeholder Group	Invited to Share Survey with Members
Wolverhampton African Network	✓	Sickle Cell & Thalassaemia Support Project	✓
Black Business Network	✓	Samaritans	✓
Gatis Community Space	✓	Haven	✓
Churches for Positive Change	✓	X2Y LGBT Youth Group	✓
Equalities in Education	✓	Wolverhampton Ukrainian Church	✓
Creative Support	✓	Omega	✓
HumAnima CIC	✓	P3	✓
Include Me Too	✓	New Park Village Activity Network	✓
The Kaleidoscope Plus Group	✓	Guru Nanak Satsang	✓
Park Village Employment Support Project	✓	Stratton St Methodist Church Community Centre	✓

4. Feedback from pre-decision Scrutiny – 2 February

- The Resources and Equality Scrutiny Panel is asked to:

Scrutinise the draft Customer Experience Strategy prior to it being presented to Cabinet for approval on 22 March 2023

- The strategy was well received and agreed by the panel. There were no significant changes requested, and questions were largely for clarification. Key areas that we will continue to respond and be mindful on include:
 - Call wait times – how this will be handled if there are a lot of web chats
 - Ward level data
 - Details about the use of Artificial Intelligence
 - Costs of omni channel – in context of customer service staffing
 - Working in communities – not just in libraries, community hubs

Appendices

[Telephone Survey Results](#)

[Reception Survey Results](#)

Online Survey Results:

[FINAL report-2023-01-10-08-03-12.docx](#)

[FINAL export-2023-01-10-08-03-20.xlsx](#)

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