

Briefing Note

Title: Customer Experience Strategy Update**Date:** 23 January 2023**Prepared by:** Lamour Gayle**Job Title:** Head of Customer Engagement and Registrars**Intended Audience:**Internal Partner organisation Public Confidential

Purpose:

To provide an update on the draft Customer Experience Strategy and to gather further feedback from Resources and Equality Scrutiny Panel.

This item is being considered as pre-decision scrutiny and will therefore not be available to call-in once a decision is made by the Executive.

Recommendation:

The Resources and Equality Scrutiny Panel is asked to:

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

Background:

The draft Customer Experience Strategy places our customers and residents at the heart, and aligns with our City: Our Plan. The strategy which outlines our aims, principles and objectives, has been subject to co-production, consultation and engagement with local people and key stakeholders (appendix 1).

At the Resources and Equalities Scrutiny Panel on 13 October 2022, the panel scrutinised the [2021/22 Customer Services performance and emerging new strategy](#). This included the high level aims, principles and objectives and discussion on new digital initiatives such as a new omni-channel solution.

Further to discussion at Scrutiny, further work has been undertaken including consultation with local people and the draft strategy is now presented for formal pre-decision scrutiny.

Update:

Consultation on the draft Customer Experience Strategy ran from 7 November 2022 to 9 January 2023. A variety of methods were used to ensure a wide response, including online surveys, telephone surveys, in person surveys in reception points and specific workshops with key stakeholder groups. This included specific work with equality, diversity and inclusion groups. In

total, 777 residents were engaged which included 479 telephone responses, 46 online, 129 in person and 123 through focus groups.

Overall, there was strong support for the direction of travel, with 92% of respondents to telephone surveys in support of the customer promise, and 93% of those who responded in person. For those people who responded in person in particular, being able to access customer services in a location closer to home was important. 47% said they would find it helpful if they could attend a library or community hub nearer their home to access customer services, compared to 34% who responded via telephone, and 28% online.

In summary the key issues and themes which have emerged and have been reflected in the strategy or already addressed by Customer Services include:

- The ability to access customer services nearer home, for example in libraries and community hubs
- Live chat/web chat functionality
- Improving accessibility and translation services, including speech to text telephone technology
- Providing more support for residents to access services online
- Reduce hold times when contacting the council via telephone
- Provide clearer communication with residents explaining the progress on their enquiry

Ongoing focus groups have been established to continue to monitor and evaluate service delivery.

The draft strategy includes how we will monitor and report against progress of delivering the strategy. This will continue to develop, particularly in relation to the implementation of a new omni-channel customer services solution which will provide improved management information, as well as improved queue management and integration across communication channels to deliver a more seamless customer journey.

Next steps:

Further to pre-decision scrutiny on the draft Customer Experience Strategy, the strategy will be presented to Cabinet for approval on 22 March 2023.

Appendices:

Appendix 1 – Draft Customer Experience Strategy