


Customer Feedback

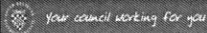
South Kesteven District Council
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What is good customer service?


We asked 25 managers and they said:

- Having a relationship with the organisation
- Being listened to by someone who seemed to care
- Someone knowing my case without having to ask again
- Choice of methods – phone or online depending on query
- Promises being kept
- Honesty if cannot answer but “know a man who can”




Applying this to customer feedback

- My role – customer champion dedicating at least one day a week to this
- Working with Customer Services Manager
- Looking at improving current practice
- Also how does system need to change for the future
- Working closely with services and feeding into Management Team on a monthly basis
- Already seeing results



What was starting point?

- No overall consistent approach
- Approach not underpinned by detailed guidance
- Ethos of how to deal with customer feedback not explicit
- Compliments not being always added into system
- Requirements for Covalent (our performance management system) not fully understood by all
- Cross service complaints sometimes not being owned by a particular manager
- Standards different – some excellent but not shared

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What have we done?

- Looked at all feedback in detail weekly
- Feed issues back to managers (said what was good too)
- Met with all the team to understand what they did currently and how they could improve
- Researched practice in other councils
- Commissioned some training – some for all staff and specific skills
- Developed letter templates
- Developed area on intranet
- Set up a customer focus group

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Outcomes

- Ensured complaints are handled more swiftly
- Produced letters less likely to escalate the complaint
- Been clearer about what is a complaint – not just that someone does not like a proper decision
- Collected better data in Covalent so we can start using lessons learnt
- Captured compliments better and now thank customers for them
- Customer feedback process being reviewed

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What next?

- Learning used to inform any changes needed
- Need to determine how customers are informed
- Continue to support any training required
- Continue to monitor including annual review
- Continue with customer champion role so more complex complaints handled corporately
- Use complaints and compliments to give feedback to staff as part of new behavioural framework