

# REPORT TO CABINET

**REPORT OF:** Head of People, Projects and Performance

**REPORT NO:** PPP01

**DATE:** 13<sup>th</sup> January 2014

<b>TITLE:</b>	<b>Customer Access Strategy</b>	
<b>KEY DECISION OR POLICY FRAMEWORK PROPOSAL:</b>	KEY DECISION	
<b>PORTFOLIO HOLDER: NAME AND DESIGNATION:</b>	PAUL CARPENTER Portfolio holder: Governance & Communication	
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<b>INITIAL IMPACT ANALYSIS:</b>  <b>Equality and Diversity</b>	Carried out and Referred to in paragraph (7) below	Full impact assessment Required:
<b>FREEDOM OF INFORMATION ACT:</b>	This report is publicly available via the Your Council and Democracy link on the Council's website: <a href="http://www.southkesteven.gov.uk">www.southkesteven.gov.uk</a>	
<b>BACKGROUND PAPERS</b>	Stage 1 Equality Analysis <a href="http://moderngov.southkesteven.gov.uk/ieListDocuments.aspx?CId=164&amp;MId=2926&amp;Ver=4">http://moderngov.southkesteven.gov.uk/ieListDocuments.aspx?CId=164&amp;MId=2926&amp;Ver=4</a>	

## **1. RECOMMENDATIONS**

- 1.1 That Cabinet approve the Customer Access Strategy, attached as Appendix One, which will determine the way in which customers receive services from the council.

## **2. PURPOSE OF THE REPORT**

- 2.1 South Kesteven District Council provides a large number of services to its residents and wants to be known for excellent customer service. In order to ensure that the council delivers customer service in a consistent, cost effective and empathetic manner the council has developed a Customer Access Strategy to cover the period up to 2016.

## **3. DETAILS OF REPORT**

- 3.1 Good customer service makes for an efficient organisation because it provides what the customer wants and reduces failure demand. Getting it right for the customer can therefore save money as well as driving up customer satisfaction levels.
- 3.2 The Customer Access Strategy is based on the council's values that describe how we will behave with customers and manage their access to the council's services. It provides a clear picture of what the council wants to achieve.
- 3.3 Customer service across all sectors is changing as a result of evolving technology. Although councils have lagged behind the private sector many are now embracing smarter technology to support customer interactions.
- 3.4 Information in the strategy has been collated from a range of sources within the council. This provides a lot of detail, in some areas, but does not provide a comprehensive overview of customers as we do not have a single view of the customer. One of the aims of the strategy is to develop better information on customers.
- 3.5 The Citizen's Panel have provided valuable information about how people contact the council and how they may choose to contact the council if there was more choice. It shows an appetite for more online transactions.
- 3.6 The council has already done a great deal to date to improve customer service from a cultural perspective but there is more that needs to be done. In particular there is a need to determine the best technology to deploy across the council.
- 3.7 This strategy sets out the council's vision and an overall model to achieve the intended outcomes across five themes essential to the maintenance and development of excellent customer service.
- 3.8 The five themes are ethos & standards; systems & intelligence; face to face, telephony and online and are set out in some detail in the document. They will be supported by detailed action plans, refreshed on an annual basis.

#### **4. OTHER OPTIONS CONSIDERED**

4.1 None. The council requires a strategy a consistently excellent approach to customer service.

#### **5. RESOURCE IMPLICATIONS**

5.1 The council will support the delivery of the strategy through previously identified resources. It is expected that changes to existing practice will generate savings over the period of the strategy.

#### **6. RISK AND MITIGATION**

6.1 Risk has been considered as part of this report and there are no specific high risks.

#### **7. ISSUES ARISING FROM IMPACT ANALYSIS**

7.1 A stage 1 impact analysis has been completed. A stage 2 analysis will be completed in conjunction with the development of the action plan.

#### **8. CRIME AND DISORDER IMPLICATIONS**

8.1 None

#### **9. COMMENTS OF FINANCIAL SERVICES**

9.1 The strategy sets out the architectural framework and the detailed action plans that support each of the five themes will include the financial implications of delivering those actions. As channel shift is a major component of the strategy it is anticipated that investment into technological solutions may be required to deliver future revenue savings that can be incorporated into budgets.

#### **10. COMMENTS OF LEGAL AND DEMOCRATIC SERVICES**

10.1 There are no specific legal implications in the production of the Customer Access Strategy.

#### **11. COMMENTS OF OTHER RELEVANT SERVICES**

11.1 None.

#### **12. APPENDICES:**

- Appendix 1 Customer Access Strategy