

# **CUSTOMER FIRST**

## **How will we get there? – key objectives for delivery of the priority**

The priority theme will be managed through a number of key objectives, each of which will have a detailed action plan supporting delivery. This section sets out the high level objectives together with a clear statement about what we want to achieve and the difference it will make to our community.

<b>WHAT WE WANT TO ACHIEVE</b>	<b>WHAT WE WILL DO</b>	<b>WHAT DIFFERENCE IT WILL MAKE</b>	<b>CONTRIBUTION TO SUSTAINABLE COMMUNITY STRATEGY THEME (SCS) AND LOCAL AREA AGREEMENT TARGETS</b>
A culture where the customer is at the heart of everything we do	<ul style="list-style-type: none"> <li>▪ Implement an internal training and development programme for all staff to focus on customer service and 'customer first' in 2009/10</li> <li>▪ Incorporate personal objectives into our review process that relate to customer service and satisfaction in 2009/10</li> <li>▪ Implement a programme of excellence and achieve accreditation of Customer Service Excellence Standard throughout the Council. This will be piloted in Customer Services &amp; Tenancy Services by 2011</li> <li>▪ Introduce a programme of 'mystery shopping' throughout the organisation in 2009/10; improve our understanding of</li> </ul>	<ul style="list-style-type: none"> <li>• We have learnt and understood what our customers want from us.</li> <li>• Our people consider customers needs first when making decisions.</li> <li>• We consider customer feedback in development reviews of teams and individuals.</li> <li>• Celebration of good service.</li> <li>• Elimination of poor service</li> </ul>	<p>Contributes to LAA theme –“Promote social cohesion”</p> <p>NI004 People who feel they can influence decisions in their locality</p>

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	customer needs and reinforce 'every call is a customer'		
Understanding our customers and their needs – now and in the future	<ul style="list-style-type: none"> <li>• Utilise 'lean' systems thinking to drive service improvements across the Council (starting with revenues and benefits and housing repairs) by 2011/12.</li> <li>• Develop improved compliments/complaints/ comments process to enable customers share their experience of services</li> <li>• Improve consultation process (in accordance with consultation toolkit) with customers and establish a customer panel for South Kesteven by 2010.</li> <li>• Identify customer needs in order that they can access a range of Council and other public sector services</li> </ul>	<ul style="list-style-type: none"> <li>▪ Customers can tell us what they think easily</li> <li>▪ We deliver improved services focused on what is important to local people</li> <li>▪ We can demonstrate that we are delivering value for money</li> <li>• Customers can access multi services through one access channel</li> </ul>	<p>Contributes to LAA theme –“Promote social cohesion” and “good connections between people, services, communities and places”</p> <p>NI:004 People who feel they can influence decisions in their locality</p>
Get it “Right First Time!”	<ul style="list-style-type: none"> <li>• Develop a programme to capture and measure 'avoidable contact' across all services; incorporate actions to report, measure and reduce multiple unnecessary contacts within</li> </ul>	<ul style="list-style-type: none"> <li>▪ Customers receive a more efficient service, and have greater confidence in us</li> <li>▪ We build our reputation as a 'quality</li> </ul>	<p>Contributes to SCS theme “good connections between people, services, communities and places”</p>

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	<p>each area's service plan by 2009/10</p> <ul style="list-style-type: none"> <li>• Implement improvements to the process for reporting change of circumstances "tell us once" by 2009/10</li> <li>• Ensure all publications comply with 'Plain English' and ensure communications are checked by customers in 20010/11</li> </ul>	<p>organisation' that delivers value for money</p>	
<p>Make it easy and convenient for customers to access our services</p>	<ul style="list-style-type: none"> <li>• Develop 'fit for purpose' joint customer access arrangements with partners (including the County Council) in Bourne and Stamford, with a view to introduction of joint working by 2010</li> <li>• Introduce a quality customer experience at all customer services centres by 2011</li> <li>• Introduce a programme of additional self-service access points (info-point touch screens/PC's) at specific locations across the district by 2010/11</li> <li>• Review opening hours at Customer service locations based on assessment of</li> </ul>	<ul style="list-style-type: none"> <li>▪ Customers will have a choice of ways in which to do business with the Council</li> <li>▪ Single level of customer service irrespective of the access channel</li> </ul>	<p>Contributes to SCS theme "good connections between people, services, communities and places"</p>

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	<p>customer needs; incorporate changes as appropriate in 2009</p> <ul style="list-style-type: none"> <li>• Update &amp; improve the accessibility of online transactions and information and increase the number of self serve options through 2009/10</li> </ul>		