

PRIORITY THEME – CUSTOMER FIRST		Target Date
CF 1	A culture where the customer is at the heart of everything we do	31 Mar 2011
	Action	Target date
	Introduce an internal learning & development programme for all staff to focus on customer service "customer first"	31 Jul 2010
	Introduce a programme to achieve accreditation of Customer Service Excellence Standard; commencing initially within Customer Services,	31 Jan 2011
	Introduce a programme of "mystery shopping" within the organisation; commencing initially with Customer Services and Tenancy Services teams	30 Apr 2010
CF 2	Understanding our customers and their needs - now and in the future	31 Mar 2011
	Action	Target date
	Improve consultation process (in accordance with consultation toolkit) with customers; identify range of effective options, including development of a customer 'panel' through use of Council Tracker satisfaction surveys.	31 Mar 2010 and ongoing process
	Utilise consultation and feedback data to build our customer knowledge base; use learning to inform service delivery design; ensure our customer strategy links to regional and local strategies.	31 Mar 2010 & ongoing
	Using customer knowledge, feedback and consultation, develop a Customer Strategy to deliver the outcomes customers have identified.	Jun 2010
CF 3	Get it "Right First Time!"	31 Mar 2011
	Action	Target date
	Develop a programme to capture and measure 'avoidable contact' across all services (initially as captured through Customer Services) and use lessons learnt to reduce 'waste' in our processes.	31 Jul 2010
	Implement improvements to the process for reporting change of circumstances "tell us once"	31 May 2010
	Ensure all key publications and letters comply with 'Plain English' principles and other relevant formats as required.	31 Mar 2011 and ongoing

Appendix G

CF 4	Make it easy and convenient for customers to access our services	31 Mar 2011
	Action	Target date
	Develop 'fit for purpose' joint customer access arrangements with partners at our area offices	31 Mar 2011
	Review access options including the feasibility of additional self-service access points and other opportunities based on assessment of customer needs as identified through appropriate consultation.	30 Sept 2010
	Update & improve the accessibility of online transactions and information and increase the number of self serve options	30 Sept 2010

Appendix G