

Report to: **Executive**

Date: **6 June 2019**

Title: **Customer Satisfaction Action Plan Progress**

Portfolio Area: **Customer Satisfaction and Improvement**

Wards Affected: **All Wards**

Urgent Decision: **N** Approval and clearance obtained: **Y**

Date next steps can be taken:
(e.g. referral on of recommendation or implementation of substantive decision) **After call in period 17 June 2019**

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RECOMMENDATION

That the Executive:

- 1. Note and comment on the progress made to date in improving customer satisfaction as detailed in section 3 of this report.**
- 2. Support the next steps as outlined in section 5 of the report.**

1. Executive summary

- 1.1 This report is presented by the Executive Lead for Customer Satisfaction and Improvement and details progress made since March 2019 on improving customer satisfaction.
- 1.2 The report also includes recommended next steps to continue to improve the customer experience by further honing the Council website, to pre-empt customer needs and manage expectations.

2. Background

- 2.1 In October and November 2018 Overview and Scrutiny Panel and Executive resolved to note the results from the Institute of Customer Service Customer Satisfaction Survey, and endorsed an action plan to improve customer service.
- 2.2 Executive at that time also resolved that a Customer Satisfaction Progress Report be presented at each Executive. This report therefore provides an overview of progress made since March 2019 when a report was last presented to Executive.

3 Outcomes/outputs

3.1 Waste & Recycling Service Improvements

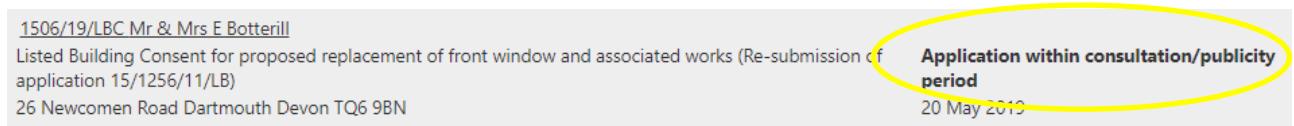
Early indications suggest that the transfer of the Council's Waste and Recycling services to an external contractor on 1 April 2019 has run smoothly, with no spike in calls to the Council's call centre. The table below shows a comparison between customer contact from April and May 2018, compared with April to mid-May 2019. The table shows missed collections logs have nearly halved, with general waste and recycling calls reducing even further, at more than a quarter of what they were for a similar period last year.

	Apr/May 2018	Apr/mid-May 2019
Missed collections logged	539	289
General waste & recycling calls	4,674	1,134

- 3.2 It is important to note, the trend in declining waste calls was identified months before the Waste and Recycling transfer took place and as such cannot be directly attributed to the transfer alone. Prior to the transfer, in-house Waste and Recycling staff conducted extensive process reviews and implemented changes to make online service requests much easier. In addition staff simplified waste and recycling messaging by removing unnecessary pages from the website.

3.3 Development Management Improvements

To keep customers better informed status updates have now gone live on the planning portal. The image below is an excerpt from the planning portal and shows the status of this particular application is within the consultation/publicity period:



4 Options available and consideration of risk

- 4.1 The Council is committed to improving customer service. It is therefore consider prudent to continue with the implementation of the Customer Satisfaction Action Plan. Evidence suggests actions taken to date are contributing to improved customer service.

5. Proposed Way Forward

- 5.1 It is recommended that the frequency of reporting to Executive on customer satisfaction progress is reduced from every meeting to every other meeting. Thus allowing greater time to assess the impact of changes made and provide Members with more in depth trends analysis. Reports would therefore be presented on the following dates:
- 12 September 2019
 - 28 November 2019
 - 19 March 2020
 - 18 June 2020

- 5.2 Between now and September the major focus of the customer satisfaction action plan will be around pre-empting customer needs and managing expectations. Further work is planned for improving the Council's website by using customer feedback and web analytics. Thus ensuring regularly searched information is quick and easy to access and in turn reduces the instances whereby customers call the Council simply because they cannot do what they need to online. We will also continue to use social media, website and call waiting messages to alert customers to service changes.
- 5.3 Work will also begin on preparations for the next Institute of Customer Satisfaction benchmarking survey which is scheduled to take place in early autumn and will involve contacting circa 4,000 council customers.

6. Implications

Implications	Relevant to proposals Y/N	Details and proposed measures to address
Legal/Governance	Y	Executive has a responsibility to provide Leadership to the overall activities of the Council.
Financial implications to include reference to value for money	N	There are no financial implications as a result of this report that have not already been budgeted for.
Risk	Y	A failure to review and act upon the Customer Satisfaction Action Plan could lead to: Lack of coherent delivery Reputational harm Ineffective use of resources Poor quality service These risks are mitigated by: <u>The recommendations outlined in this report</u>
Supporting Corporate Strategy	Y	This report supports the Council theme i.e. <i>Delivering efficient and effective services</i>
Comprehensive Impact Assessment Implications		
Equality and Diversity		None – no policy or service change is proposed in this report.
Safeguarding		None – no policy or service change is proposed in this report.
Community Safety, Crime and Disorder		None – no policy or service change is proposed in this report.
Health, Safety and Wellbeing		None – no policy or service change is proposed in this report.
Other implications		-