

Report to: **Overview & Scrutiny Committee**

Date: **11 June 2019**

Title: **Customer Satisfaction Action Plan Progress**

Portfolio Area: **Customer First**

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) **Hub and Council**

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RECOMMENDATION

That the Committee RECOMMENDS to Hub Committee to:

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

1. Executive summary

1.1 This report is presented by the Hub Lead for Customer First and details progress made since April 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 On 20 November 2018 Hub 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 Hub also requested Overview and Scrutiny Committee amend its Work Programme whereby 'Progress against the Customer Service Action Plan' be included as a standing agenda item for consideration.

2.3 This report therefore provides an overview of progress made in improving customer service, since 2 April 2019 when the Overview and Scrutiny Committee last met.

3.0 Outcomes/outputs

3.1 Waste & Recycling Service Improvements

Early indications suggest that the Council's new Waste and Recycling contract, which commenced on 1 April 2019, has run smoothly, with no spike in calls to the Council's call centre. There has been a steady decline in all calls over the last 12 months by circa 3,000 calls.

3.2 It is important to note, the trend in declining calls can largely be attributed to work undertaken in Waste and Recycling prior to the new contract. Waste and Recycling staff conducted extensive process reviews and implemented changes to make online service requests much easier, for example: payments for garden waste subscriptions. In addition staff simplified waste and recycling messaging by improving information on the Council's website.

3.3 Development Management Improvements

To keep customers better informed status updates have now gone live on the planning pages of the Council's website. The image below is an excerpt from the planning search pages and shows the status of this particular application is under consideration by an officer:



1495/19/NMM Mr Wayne Southall - Tavistock Town Council
Non-material amendment following a grant of planning permission 1601/18/FUL
Pannier Market The Market Tavistock Devon PL19 0AL

Application under consideration by Officer
30 May 2019

3 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 on customer satisfaction progress is reviewed as part of the Committee's Forward Plan.

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 3,600 council customers.

6. Implications

Implications	Relevant to proposals Y/N	Details and proposed measures to address
Legal/Governance	Y	Overview & Scrutiny Committee have a responsibility to assist the Council in identifying areas for improvement and to make any necessary recommendations to the Hub and 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: The recommendations outlined in this report
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		-