

Customer Experience Strategy Action Plan Review

June 2024

Oadby & Wigston | Our borough -
the place to be

Aims

- To update members on progress of Customer Experience Strategy action plan
- Demonstrate we are driving the strategy forward and delivering on the actions
- The action plan (shown at Appendix 5) is linked to our 2023-26 strategy
- This is our first-year review
- Work is delivered by the Customer Service & Transformation Team.

Strategy Overview

- The pace of digital change is fast and getting faster
- Customer expectations and how our customers interact with us also continue to change
- Important to find the right balance between digital, online and face-to-face customer service
- To help us provide the best customer experience, we needed to understand what our customers want from us, so an extensive consultation took place between the start of November to the end of December 2022
- Feedback received helped to inform the strategy and drive the decisions/actions forward.

The Customer Experience Strategy is a way for us to set out how we are going to:

- Manage customer demand for our services
- Develop more cost-effective ways for our customers to contact us
- Support our customers to self-help wherever possible by embracing technology
- Provide a more tailored services for those who need it.

Delivering our Strategy

There are 4 Objectives in our Customer Experience Strategy

1.
**Organising
ourselves around
customer needs**

2.
**Using Data
& intelligence to
improve customer
experience**

3.
**Growing a
'customer first'
continuous
improvement
culture**

4.
Digital by design

1. Organising ourselves around customer needs - Highlights

Increase face to face customer service:

- Introduced Appointment Hubs in each town centre
- Introduced a Reception Point at our Council offices.

Improve our customer engagement:

- Better engagement with community groups/leaders to increase participation in consultations and events
- Established a 'Guide to Consultation' document to ensure more consistency and increase quality/quantity of responses from a wider demographic.

Simplify our telephone contact:

- Carried out research, listened to feedback and changed our telephone messaging, reducing number of options.

2. Using data & intelligence to improve customer experience – Highlights

Increased analysis of customer data:

- Online forms data used to identify gaps/improvements
- 'Contact Us' form analysis used to identify new online forms
- Website analytics used to focus website improvements.

Use data to simplify and improve services:

- Increase of first resolution rates - Council Tax enquiries
- Refresher and upskilling training to decrease number of calls transferred.

Strengthening links between the Communications and the Customer Services Teams:

- Regular joint team meetings are in place
- Online form created to allow CS Staff to highlight any website issues or improvements instantly.

3. Growing a 'Customer First' and continuous improvement culture – Highlights

Enhancing staff training:

- Induction process refreshed and improved
- Dealing with difficult/challenging customers module has been developed
- All staff have completed relevant customer care training.

Quarterly reporting on performance to SLT:

- Performance reports are now presented at SLT on a quarterly basis.

Learning from complaints and customer feedback:

- Complaints are regular reviewed for lessons learned
- Chief Executive chairs complaints review meetings
- Bi-annual report is reported into and discussed by SLT.

Achievement of Customer Service Excellence Award:

- Customer Service Excellence Award was achieved for the fourth year running in December 2023.

Review Service Level Agreement between Service Areas and the Customer Service Team:

- Opportunity used to increase first resolution rates
- SLA's for Council Tax, Waste and Planning have been completed
- Work will continue until all key areas have been reviewed.

Refresher Training Programme for CS team:

- Upskilling and refreshing training taking place, helps us to provide a better customer experience and increase first resolution rates.

4. Digital by Design – Highlights

Review, improve and increase online forms:

- Review continues and stats are monitored regularly
- Increase of online form use of 4%
- New suite of Business Rates online forms - due to be launched in summer 2024.

Virtual appointments:

- Video/virtual appointments have been launched
- Small uptake so far
- We continue to promote this additional access channel residents.

Improve digital inclusion – building the digital skills of our customers:

- Variety of digital skills course continue to be promoted to residents
- Help/advice is given at reception.

Next Steps & Future Actions

- Excellent progress so far – vast majority of actions have already been completed
- Over the next 18 months, ongoing actions will continue, and we will:
 - Explore the use of webchat
 - Explore other AI technologies
 - Focus on the Website Improvement Programme to increase self-service options, to update and review pages and to improve content .

Any questions?