



Service Delivery Committee	Tuesday, 22 March 2016	Matter for Information
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Title: Customer Service Transformation Update

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1. Introduction

This report provides an update for Members on the progress of the Customer Service Transformation programme since the opening of the Council's new Customer Service Centre at 40 Bell Street, Wigston.

2. Recommendations

That Members note the information provided within the report.

3. Information

3.1. In order to meet the Council priorities of protecting front line services and delivering efficiency savings to meet continuing budget cuts it has been necessary for the Council to continuously review its services, organisational structure, processes and culture. One major area that was identified in 2014 in this respect was Customer Services and the way that the Council greets, deals with, assists and otherwise involves itself with members of the public as well as the internal processing of information amongst its staff.

3.2. Phase One of the Customer Services Transformation project saw the successful opening of the new Customer Services Centre at 40 Bell Street, Wigston on 12 October 2015.

3.3. Progress to Date

Answering call times

Our promise to customers is to answer calls within 20 seconds (6 rings) for the period 12/10/15 to end of Feb 2016 our average call answering time is 13 seconds (4 rings)

Footfall

Footfall has seen a large increase since moving to Bell St, in the first two months of this year this has been 5326 visiting the centre compared to 3157 in the same period last year.

Use of Self-Service

In February 2015 we helped 39 to self service in February 2016 we helped 190 people – this includes using the payment kiosk and the three self serve terminals where customers can search for more information about the services OWBC provide and other services such as the gov.uk website, Money Advice, Citizen's Advice, Choice Based Lettings

Partners

The partners listed below all run regular surgeries from Bell Street:

- CAB
- Helping Hands
- Womens Aid
- Money Advice
- Police

Customer Feedback

Feedback from customers has been positive, they like the new location and also the fact that one officer can deal with multiple enquiries.

CS will be running a customer satisfaction survey during week commencing March 14 2016 and thereafter twice a year in October and April – the results will be published on our website.

We are aiming for a satisfaction rating of 95%.

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Implications	
Financial (CR)	There is budgetary provision for the customer services transformation.
Legal (AC)	No significant implications.
Risk (AC)	CR1 - Decreasing financial resources. CR4 - Reputation damage.
Equalities (AC)	No significant implications.