



Change Management Committee	Tuesday, 05 March 2019	Matter for Information and Decision
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Report Title: **Customer Service Excellence (CSE) Award**

Report Author(s): **Karen Pollard (Head of People and Performance)**

Purpose of Report:	This report seeks Members' endorsement of the Council's ambition to achieve the nationally-recognised Customer Service Excellence (CSE) Award. This is a quality-mark award about the services that the Council delivers to residents. This report also seeks a view from Members about whether the Council should be assessed against the CSE Award to accredit it as an excellent service provider.
Report Summary:	The CSE Award quality-mark aims to make a difference to service users by encouraging organisations to focus on their individuals' needs and preferences. It offers a high-level customer service concept, putting customers at the heart of what organisations do. In order to be recognised as achieving CSE, performance is measured against a set of five criteria to give an end assessment.
Recommendation(s):	A. That the contents of the report and appendices be noted; and B. That the Committee endorses the Council's ambition to achieve the Customer Service Excellence Award.
Responsible Strategic Director, Head of Service and Officer Contact(s):	Anne Court (Chief Executive / Head of Paid Service) (0116) 257 2602 anne.court1@oadby-wigston.gov.uk Karen Pollard (Head of People & Performance) (0116) 257 2727 karen.pollard@oadby-wigston.gov.uk
Corporate Priorities:	An Inclusive and Engaged Borough (CP1) Effective Service Provision (CP2) Wellbeing for All (CP5)
Vision and Values:	"A Strong Borough Together" (Vision) Accountability (V1) Respect (V2) Innovation (V4) Customer Focus (V5) Teamwork (V3)
Report Implications:-	
Legal:	There are no implications arising from this report.
Financial:	The assessment costs (estimated to be approximately £7,000) can be met within existing budgetary provision.
Corporate Risk Management:	Reputation Damage (CR4)

	Organisational/Transformational Change (CR8) Other corporate risk(s).
Equalities and Equalities Assessment (EA):	There are no implications arising from this report. EA not applicable.
Human Rights:	There are no implications arising from this report.
Health and Safety:	There are no implications arising from this report.
Statutory Officers' Comments:-	
Head of Paid Service:	The report is satisfactory.
Chief Finance Officer:	The report is satisfactory.
Monitoring Officer:	The report is satisfactory.
Consultees:	All Heads of Service have been consulted on quality-mark awards and have recommended that the Council work towards the CSE.
Background Papers:	Customer Service Excellence (Website)
Appendices:	<ol style="list-style-type: none"> 1. Customer Service Excellence Standard 2. Customer Service Excellence Model Diagram

1. Customer Service Excellence (CSE) Award

- 1.1 The award is a quality standard that brings focus and insight to the way the Council delivers services to its customers. It sets a standard of excellence when all the criteria is achieved and gives momentum to further challenges that may arise around customer service.
- 1.2 This award is used as a driver of continuous improvement. It uses a self-assessment tool, by allowing organisations to self-assess their capability, in relation to customer-focused service delivery, identifying areas and methods for improvement.
- 1.3 It can be used as a skills development tool. By allowing individuals and teams within the organisation to explore and acquire new skills in the area of customer focus and customer engagement, to build their capacity for delivering improved services.
- 1.4 After the self-assessment phase, an independent validation of achievement is required. This is achieved by allowing organisations to seek formal accreditation to the Customer Service Excellence standard, demonstrate their competence, identify key areas for improvement and celebrate their success.
- 1.5 The foundation of this tool is the CSE standard which tests in great depth those areas that research has indicated are a priority for customers, with particular focus on delivery, timeliness, information, professionalism and staff attitude. The standard is attached at **Appendix 1** together with a model diagram at **Appendix 2**.
- 1.6 There is also emphasis placed on developing customer insight, understanding the user's experience and robust measurement of service satisfaction. The award allows organisations to get to know their customers, delivers quality outcomes and helps to change the customer focus culture.

- 1.7 After completing an online self-assessment tool, feedback is received from the assessors. There is an action plan drawn up to enable the Council to meet the standard. The onsite assessment includes one-to-one meetings, focus groups both with residents and partners, observation of staff and observation of meetings. A report is produced as with other quality-mark awards. A validation process is required as mentioned at paragraph 1.4 above. The award is achieved and it is subject to an annual review which lasts for 3-years.
- 1.8 Whilst the costs of self/on-site assessment are variable between organisations depending on their individual circumstances, it is estimated that the Council's costs will not exceed £7,000.

2. Benefits

- 2.1 The Council's new Corporate Plan focuses on customer services so it would be appropriate to achieve a CSE Award. It would also be an endorsement from the Borough's residents. The Council has invested in our Customer Services Centre and has raised the standards for services to residents. As such, it would be a key measurement of how residents view Council services. It would also be a new award for the Council and that would test it in different ways and would raise performance standards in the area of customer services.