



Oadby & Wigston Borough Council

Customer Experience Action Plan

2023-2026

Developed, February 2023

Customer Experience Strategy 2023-2026 Action Plan

Below is a table of the planned actions to achieve the objectives and overall aim, including targets, how it can be measured and its impact. It is not an exhaustive list as more actions will be identified as the three-year period advances.

1. Organising ourselves around customer needs

	Activity	Date	Measurement	Responsibility	Impact
1.1	Introducing face to face appointment hubs in Oadby, South Wigston and Wigston	Spring - Summer 2023	Successful implementation Customer Feedback	Customer Service Manager	Increased contact from hard to reach groups and increase customer satisfaction
1.2	Introducing a reception point at new council offices	Spring - Summer 2023	Successful implementation Customer Feedback	Customer Service Manager	Greater impact and engagement with customers, increase customer satisfaction
1.3	Working with Community Wellbeing team to Improve customer engagement	On-going	Customer feedback and participation in community activities/events	Community Wellbeing Team and Head of Customer Service & Transformation	Increase engagement with more community groups, listening to a broader range of customers views
1.4	Establishing a robust consultation process in the Council to ensure quality and quantity of responses from a wider demographic	Winter 2023/24	Consultation data	Communications Manager	Better sample sizes from the broader community when consulting Increase in responses from more hard to reach groups
1.4	Simplifying our telephone contact	Winter 2023/24	Customer feedback	Customer Service Manager and Customer Service Improvement Manager	Better telephony experience for our customers

2. Using data and intelligence to improve customer experience

	Activity	Date	Measurement	Responsible	Impact
2.1	Increasing analysis of customer activities, including CRM contact data, the website analytics, online forms data and call handling data	Winter 2023/24	Self-service form increased Website usage increased	Customer Service improvement Manager	Understanding behaviour and choices will help to identify and prioritise improvements, this will lead to a better customer experience
2.2	Improvement programme carried out to use data to simplify and improve services		Increase of enquiries resolved at first point of contact	Customer Service improvement Manager	Improving service delivery, leading to increase customer satisfaction
2.3	Strengthening links between the Communication Team and the Customer Services Team to ensure customer feedback is acted upon, ensuring continuous improvement of our comms channels i.e. website	Autumn 2023	Implementation of new way of working between teams	Communications Manager and Customer Service Manager	Improved digital experience for customer e.g. website Website and other digital comms channels more regularly adapted and updated based on feedback
2.4	Produce data quality policy	Spring Summer 2023	Policy produced	Head of Customer Service & Transformation & Customer Improvement Manager	Ensuring data is high quality and timely helps to monitor performance effectively this is vital to support good decision making and continuously improve service delivery outcomes

3. Growing a customer first continuous improvement culture

	Activity	Date	Measurement	Responsible	Impact
3.1	Enhancing staff training, from induction to developing in role New challenging customer training to be launched	On-going Autumn 2023	All staff to complete appropriate customer care training	Customer Service Improvement Manager and HR Manager	Better customer experience
3.2	Quarterly reporting on performance and customer satisfaction to SLT	Spring 2023	Performance report	Customer Service Improvement Manager	More focus leading to better performance across the council and increase customer satisfaction
3.3	Learning from complaints and customer feedback, introducing quarterly review meetings feedback to SLT	Summer 2023	Improved satisfaction in complaints feedback	Customer Service Improvement Manager	Reduction in complaints and improvement in complaints handling
3.4	Achievement of the professional accreditation Customer Service Excellence Award	Dec 2023 Dec 2024 Dec 2025	Accreditation	Customer Service Improvement Manager	Better customer experience and continuous improvement across the organisation
3.5	Working with the Customer Champions and other Focus groups to empower staff to drive improvements	On-going	Customer feedback Staff feedback	Communications Manager and Customer Service Improvement Manager	Staff driven improvements helping to drive our customer first and continuous improvement culture forward
3.6	Increase first contact resolution by customer service team Reduction in call transfers	Summer 2024	Call analysis CRM Analysis	Customer Service Manager and Customer Service Improvement Manager	Better customer experience, reduction in double handling of enquiries

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	Activity	Date	Measurement	Responsible	Impact
3.7	Review all Service Level Agreement between Service Areas and the Customer Service Team	Summer 2025	New SLA produced	Customer Service Manager and Customer Service Improvement Manager	Improved service level, first resolution rate and customer experience
3.8	Refresher Training Programme for customer service team	Summer 2025	Training programme completed	Customer Service Manager and Customer Service Improvement Manager	Improved service level, first resolution rate and customer experience

4. Digital By Design

	Activity	Date	Measurement	Responsible	Impact
4.1	Review, improve and increase online forms	Ongoing	Increase in usage	Customer Service Improvement Manager	Increase of self service, channel shift
4.2	Explore the use of virtual appointments	Autumn 2023	N/A	Customer Service Manager and Customer Service Improvement Manager	Another access channel, customers being able to have a virtual face to face contact without leaving their home
4.3	Improve digital inclusion – building the digital skills of our customers Promote external courses and consider running free digital skills drop in sessions	Spring 2024	N/A	Communication Manager and Corporate Project, Systems and IT Manager	Improve digital inclusion, customers being able to use online services more confidently
4.4	Explore the use of webchat	Autumn 2024	N/A	Customer Service Manager and Customer Service Improvement Manager	Another access channel, quick enquiries being answered almost instantly, increase customer satisfaction

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4.5	Explore other AI technologies	Winter 2024	N/A	Customer Service Improvement Manager	Potential savings, increase access channels
4.6	Website improvement programme to increase self-service options, to update and review pages and to improve content	Winter 2025/26	Customer feedback Increase in usage data	Communications Manager and Customer Service Improvement Manager	Increase usage of website, channel shift increased customer satisfaction Website will contain increased up to date and accurate information

Review Date:

April 2024 by Head of Customer Service and Transformation