

# **Customer Services Service Delivery Plan – 2022/2023**

## **Overview of the service**

The Customer Services Team provide a front-line service for all Council Services, East Cambs Street Scene and Ely Markets, delivering high levels of customer service and responding in a fast, efficient and helpful manner. A single point of contact accessible to all, including the development of the Council's Website and Self-Service Portal, making ease of use a priority and access to Council services 24x7.

The team monitors the needs of customers, customer feedback and works with Service Leads and partners to create positive communication channels, increase the number of interactions resolved at first point of contact, identify improvement opportunities and strive to develop services that meet the needs of our customers.

In addition to the above, the team supports organisational change, policy and political decisions and presents them positively. They manage customer expectations by clearly communicating standards and response times and work to ensure these are met. We maximise the use of technology and promote and encourage the use of self-service and more cost-efficient channels such as the internet and online services via the web.

## **Cost of service**

The cost to run the service totals £493,405 per annum.

## **Staffing information**

Number (x)	Post	Full/Part time
1	Customer Services Manager	Full Time
1	Customer Services Team Leader	Full Time
8	Customer Service Advisors	Full Time
2	Customer Services Advisors	Part Time
1	Customer Services Apprentice	Full Time
1	Web/CRM Development Officer	Part Time
1	Digital Services Officer	Part Time

## **Forward planning for Councillors**

Proposed date of decision	Item	Service Area	Committee



# Commitments towards our Vision

## Customer Services- Service Delivery Plan – 2022/2023



Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners
<b>To be accessible, responsive and flexible to customer needs.</b>	Sound Financial Management	Monitor Customer feedback and service performance and provide quarterly service reports to Service Leads and CMT and monthly reports to ECSS.	N/A	Annette Wade - Customer Services Manager Sue Garwood - Web/CRM Development Officer Digital Services Officer - Vacancy
		Conduct a Customer Satisfaction Survey by 31 <sup>st</sup> December 2022.	N/A	Helen Sarkies - Customer Service Team Leader. All Customer Service Advisors/Apprentice.
		To measure the Council's website accessibility compliance monthly and achieve or exceed a <b>Great</b> rating and 90% compliance with WCAG 2.1 accessibility standard.	<b>Great – 81%</b>	Annette Wade – Customer Services Manager. Sue Garwood - Web/CRM Development Officer. Digital Services Officer - Vacancy
		To answer 90% of all calls offered via the Council's telephone system.	98.4%	Helen Sarkies – Customer Services Team Leader All Customer Service Advisors/Apprentice.
<b>To make a positive contribution to the health and well-being within our district</b>	Social and Community Infrastructure	Working in partnership with services and partners deliver a suite of health and well-being web pages on the Council's website to inform, advise and encourage positive health and well-being throughout the district by 31 <sup>st</sup> December 2022.	N/A	Annette Wade – Customer Services Manager Sue Garwood - Web/CRM Development Officer. Digital Services Officer - Vacancy Service Leads – Env Health, Community and Partnerships and Housing and Community Advice.
		To promote and provide an Assisted Digital Service for Customers claiming Housing Benefit, Council Tax Support and Universal Credit and provide 6 monthly take up figures to the Director (Operations), Anglia Revenues Partnership and the Department of Work & Pensions.	N/A	Helen Sarkies – Customer Services Team Leader All Customer Service Advisors/Apprentice
<b>To maximise commercial opportunities of the Council Website.</b>	Sound Financial Management	Undertake a review of the Council's Customer Relationship System in line with Council's Contract procedure rules by 31 <sup>st</sup> March 2023		Annette Wade - Customer Services Manager. Sue Garwood - Web/CRM Development Officer Digital Services Officer – Vacancy
		Undertake a review of the Council's website and intranet hosting and support service in line with the Council's contract procedures by 31 <sup>st</sup> March 2023		Annette Wade - Customer Services Manager. Sue Garwood - Web/CRM Development Officer Digital Services Officer – Vacancy
<b>To help reduce failure demand across the authority</b>	Sound Financial management	Monitor avoidable contact and work in partnership with service representatives across the Council to identify ways to reduce failure demand across the authority.	N/A	Sue Garwood – Web/CRM Development Officer Digital Services Officer - Vacancy
<b>To develop the Customer Relationship Management System to respond to customer enquiries effectively.</b>		To undertake a review of the Customer Relationship System administration by 31 <sup>st</sup> March 2023, to include archiving data in line with the Council's retention policy.	N/A	Sue Garwood – Web/CRM Development Officer Digital Services Officer - Vacancy

Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners
<b>To work proactively and support the customer experience and reduce silo working</b>	Sound Financial Management	To continue to provide a frontline service for ECSS and support the development of their service throughout 2022/23	N/A	Annette Wade – Customer Services Manager Sue Garwood – Web/CRM Development Officer. Digital Services Officer – Vacancy Helen Sarkies – Customer Services team Leader.
		To respond to BCPL Copy requests within 5 working days.	100%	Helen Sarkies – Customer Services team Leader All Customer Service Advisors/Apprentice
		To attend and make an effective contribution to monthly ARP Customer Service Meetings and develop an action plan that supports and demonstrates commitment to the ARP Better Customer Journeys Programme.	N/A	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services Team Leader.
Ensure all customer service advisors and the CRM/Web team receive adequate training on relevant ICT systems, policy and procedure, contact handling, dealing with difficult customers and supporting customers who have health and/or mental health issues.		N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.	
A minimum of 4 Team Meetings completed annually.		N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.	
Staff one to ones completed at least 4 times per year.		N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.	
<b>To support the continued professional development of Customer Services</b>		Appraisals completed annually and within time frame set by HR.	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		<b>Ensure that the Council's corporate risks are managed effectively and mitigations are put in place to reduce impact.</b>		To regularly review corporate risks including: <ul style="list-style-type: none"> <li>– Disaster recovery to provide continuous front facing services to the public in the event of a minor or major system outage.</li> <li>– GDPR (General Data Protection Regulation) compliance to protect personal data, council reputation and avoid financial penalties.</li> <li>– Information security to protect personal data, prevent financial penalties protect council reputation and provide confidence in online services.</li> <li>– Health &amp; Safety of members of the public visiting the Council Offices.</li> </ul>

Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners
<b>Undertake activities which help to mitigate / adapt to climate change</b>	Cleaner, Greener East Cambridgeshire	To contribute to the preparation of, and subsequent implementation of, the Council's Climate and Environment Action Plan.	Nil – new activity	Cross-council activity