

End of year performance report

Customer Services – 2016/2017

Performance Measure – To work proactively to support the customer experience and reduce silo working	Baseline	Target	End of Year Report
To harness and develop the role of the Customer Services Service Delivery Champion, to increase the awareness and knowledge of areas and expertise between the Customer Service Team and the services they are supporting		Develop 16/17 shadowing programme by 30 th June 2016	Shadowing programme commenced on 31 st October 2016 *
To conduct service meetings with all Service Leads and partners to identify areas of improvement and anticipate and plan for future customer service needs		Bi-annually	1 st of 2 meetings completed May – July 2016. 2 nd meeting not completed**
To assist with the delivery of Phase 1 of the Transformation Programme		100% attendance at all project meetings and delivery of all allocated projects/tasks within agreed timescales (in accordance with the programme plan)	100% attendance at all project meetings. All projects led by Customer Services, delivered within programme timetable
<p>(If there are outcomes with a 10% variance either positively or negatively then these are written in this section by the Service delivery Lead)</p> <p>Notes: - * Work suspended due to lack of staff resource (sickness and vacancies) and higher priorities i.e. maintaining acceptable abandoned call rates during run up to referendum and taking over the ARP front of house service on 1st August 2016, however Customer Service Delivery Champions have spent half a day per week with their services since the 31st October 2016.</p> <p>** Focus shifted to Phase 2 of the Transformation programme.</p>			

Performance Measure – To help reduce failure demand across the organisation	Baseline	Target	End of year Report
Measure avoidable contact and present findings to members, Corporate Management team and Service Leads.		Sept 16 & Mar 17	Report deferred to 24 th April 2017
To review customer services web pages and FAQs for relevance and accuracy on a monthly basis		Monthly	Complete
To implement and embed the new policies for dealing with complaints, compliments and comments and unreasonably persistent complainants		1 st Sept 16	Complete
To present quarterly complaint reports to CMT. Reports to include lessons learnt and vexatious complainant data		Quarterly wef 1 st Sept 16	1 st Report presented to Regulatory & Support Services Committee on 6 th Feb 2017
To scope a user friendly solution to encourage customers to provide constructive feedback on their experience of contacting/dealing with the Council		1 st Dec 16	Feedback solution has been developed for all contact

			methods
(If there are outcomes with a 10% variance either positively or negatively then these are written in this section by the Service delivery Lead)			
Notes: - * The first report was deferred to December 16 initially to allow resources to focus on the Transformation Programme, however the December report information identified that avoidable contact was not being recorded properly, therefore it has been deferred again until 24th April 2017. Lessons learnt. More stringent compliance testing required.			

Performance Measure – To develop the Customer Relationship Management System to respond to customer service enquiries effectively	Baseline	Target	End of Year Report
To roll out and embed the new CRM Dashboard and the necessary training to all users		End of September 2016	Complete
To work in partnership with service representatives across the Council to identify improvement opportunities within the new CRM system.		Develop an improvement plan for 16/17 by 30 th September 2016	Complete
To scope development opportunities with Anglia Revenues Partnership to enable Customers to view their Council tax and Housing Benefit accounts on-line.		PID for CMT approval by 1 st December 2016	Commenced will be completed by 31 st March 2017. *
(If there are outcomes with a 10% variance either positively or negatively then these are written in this section by the Service delivery Lead)			
Notes: - * Commenced late, focus in November/December shifted to Phase 2 of transformation programme.			

Performance Measure – To be accessible, responsive and flexible to Customer needs.	Baseline	Target	End of Year Report
Monitor Service performance and provide quarterly service reports to Service Leads		Quarterly	Complete
To maintain monthly abandoned call rates to 10% of all calls offered via the Council's Telephone System.		10%	Abandoned call rates as follows April 9.8% May 8.0% June 12.3%* July 6.2% Aug 4.5% Sept 7.0 % Oct 7.7% Nov 5.7% Dec 4.9% Jan 7.1% Feb 6.5%
To produce a proposal to amalgamate the ECDC and ARP Customer Services teams and create one team where staff are experienced in all areas and could therefore multi-task.		1 st June 2016	Complete
To Scope “ self – service “ improvements and maximise the potential of the Council's reception area		By Jan 2017	Complete
(If there are outcomes with a 10% variance either positively or negatively then these are written in this section by the Service delivery Lead)			

Notes: - * **Increased abandoned call rates in June due to unplanned staff absence and increased calls relating to the referendum.**

Performance Measure – To maximise the commercial opportunities of the Council’s Websites.	Baseline	Target	End of year report
To launch and promote the benefits of the new self service portal		30 th Nov 2016	Launched on 7 th Nov 2016
To increase the annual percentage of self service contact by 5%.	4.88%	9.88%	7.29% *
To launch a new Council website with improved Navigation, with layout and content around the needs of the customer.		30 Nov 2016	Launched on 7 th Nov 2016
(If there are outcomes with a 10% variance either positively or negatively then these are written in this section by the Service delivery Lead)			
Notes: - 2.59% below target overall. However there has been a significant increase in some areas for example the submission of land charge searches. payment of parking fines, temporary event notices, “report its” and waste and recycling forms.			

Performance Measure –to make a positive contribution to the health and wellbeing within our district.	Baseline	Target	End of year report
Ensure all Customer Service Advisors receive Mental Health and Dementia awareness training.		By end of March 2017	Complete
To develop an action plan to enable Customer Services to promote the health and well-being agenda across the district.		By end of December 2016	Complete

Performance Measure – To support the continued professional development of Customer Services	Baseline	Target	End of year report
Ensure all Customer Service Advisors and the CRM Web/Team receives adequate training on relevant ICT systems, policy, procedure, contact handling and dealing with difficult customers.		100% compliant	Complete - ARP have provided training on Housing Benefit processes and Systems. Firmstep have provided additional training on the CRM system
100% of team meeting completed monthly.		100%	Complete
100% of staff one to ones completed four times per year.		100%	Complete
100% of appraisals completed annually and within the time frame set by HR		100%	Complete
Service awareness briefings for the Service Delivery Champion		4 per year	Complete
(If there are outcomes with a 10% variance either positively or negatively then these are written in this section by the Service delivery Lead)			
Notes:-			