

Customer Services end of the year report 2022 to 2023

Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2021 to 2022	Owner and co-owners	Outcome or output 2022 to 2023
Undertake a review of the Council's Customer Relationship Management (CRM) system in line with Council's contract procedure rules	Sound financial management	By 31 March 2023, annually	Not applicable	Customer Services Manager Digital Services Officers	Outcome - CRM contract compliant, exemption in place.
Undertake a review of the Council's website and intranet hosting and support service in line with the Council's contact procedure rules	Sound financial management	By 31 March 2023, annually	Not applicable	Customer Services Manager Digital Services Officer	Outcome - The hosting and support of the council's website is currently best supported by the one current contractor.
Monitor customer feedback and service performance and provide quarterly service reports to Service Leads and Management Team and monthly reports to East Cambs Street Scene (ECSS)	Sound financial management	100%, annually	Not applicable	Customer Services Manager Digital Services Officer	Achieved - Quarterly service reports provided to Service Leads and Management Team and monthly reports provided to ECSS. The feedback includes numbers and reasons for customer contact.
Conduct a customer satisfaction survey	Sound financial management	By 31 December 2022, annually	Not applicable	Customer Services Team Leader Customer Service Advisors/Apprentice	Simple customer satisfaction survey rolled out in December. 96 responses have been received. 61.5 % of customers were satisfied or very satisfied with the service, 11.4% are neither satisfied or dissatisfied with the service and 27.01% felt dissatisfied or very dissatisfied with the service.
Measure the Council's website accessibility compliance monthly and achieve or exceed a great rating and 90% compliance with WCAG 2.1 accessibility standard	Sound financial management	Monthly - 90%, annually	Not applicable	Customer Services Manager Digital Services Officers	Achieved excellent rating throughout the year: April and May 2022 97%, June, July, August, September, October, November and December 2022 94%, January and February 2023 91%.

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Answer calls offered via the Council's telephone system	Sound financial management	90%, annually	Not applicable	Customer Services Team Leader Customer Service Advisors/Apprentice	April 2022 93.7 %, May 2022 97.6%, June 2022 94.7%, July 2022 96.6%, August 2022 97.1%, September 2022 96.1%, October 2022 98.3%, November 2022 98.5%, December 2022 98.6%, January 2023 97.4%, February and March 2023 not yet available.
Monitor avoidable contact and work in partnership with service representatives across the Council to identify ways to reduce failure demand across the authority	Sound financial management	As required, annually	Not applicable	Digital Services Officers	Worked closely with Communications team throughout the year, particularly in respect of the waste service, support for Ukraine and cost of living crisis. Worked closely with ECSS to ensure information given to customers was correct and up to date and that recurring issues are investigated and resolved. Improvements have been made to the business grant forms, licensing forms, the community advice web pages and new suite of pages and online forms relating to event safety.
Undertake a review of the Customer Relationship Management system administration to include archiving data in line with the Council's retention policy	Sound financial management	By 31 March 2023, annually	Not applicable	Digital Services Officers	Complete – data archived in line with corporate retention policy.
Continue to provide a frontline service for ECSS and support the development of their service throughout 2022 to 2023	Sound financial management	As required, annually	Not applicable	Customer Services Manager Customer Services Team Leader Digital Services Officers	Fully supported ECSS with the round reconfiguration, black bag distribution, brown bin renewals and change of senior personnel.
Respond to Building Control and Planning copy requests within 5 working days	Sound financial management	100%, annually	Not applicable	Customer Services Team Leader Customer Service Advisors/Apprentice	100% achieved (April 2022 to January 2023), 98.5% completed within 24 hours. February and March 2023 figures to be advised.
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 Connected Customer Journeys Programme	Sound financial management	100%, annually	Not applicable	Customer Services Manager Customer Services Team Leader	Completed and included: <ul style="list-style-type: none"> • ECDC representation at Customer Strategic, Tactic and Buddy meetings. • the delivery of the main scheme £150 energy rebate and the Council's discretionary energy rebate • customer journey analytics • review of written comms • Work Programme Planning • tele solutions

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					<ul style="list-style-type: none"> performance measures clear communication around customer projects
Work in partnership with services and partners, deliver a suite of health and wellbeing web pages on the Council's website to inform, advise and encourage positive health and wellbeing throughout the district	Social and community infrastructure	By 31 December 2022, annually	Not applicable	Customer Services Manager Digital Services Officers Service Leads: Environmental Health, Community and Partnerships and Housing and Community Advice	Complete, includes: <ul style="list-style-type: none"> support for Ukraine cost of living support Warm Hubs suite of youth pages cyberbullying drink spiking hate crime toolkit violence against women and girls PREVENT community toolkit home security advice community orchard
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), Anglian Revenues Partnership and the Department of Work and Pensions	Social and community infrastructure	100%, annually	Not applicable	Customer Services Team Leader Customer Service Advisors/Apprentice	Complete. Assisted with 477 forms during the annual year 2022. A significant increase from the 170 people requiring digital assistance in 2021.
Ensure all customer service advisors and 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	Sound financial management	100%, annually	Not applicable	Customer Services Manager Customer Services Team Leader	Complete in accordance with Corporate training and individual training plans. Training this year has included: <ul style="list-style-type: none"> conflict management telephone online training equality and diversity UC and HB/Council Tax refresher training fire warden and bomb threat training emergency rest centre training cyber ninja data protection online training safeguarding
Team meetings	Sound financial management	Minimum 4 a year, annually	Not applicable	Customer Services Manager Customer Services Team Leader	Completed 11 team meetings (on the last Tuesday of the month, with the exception of December, outside office hours).

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One to one meetings	Sound financial management	Minimum 4 a year, annually	Not applicable	Customer Services Manager Customer Services Team Leader	Complete
Complete appraisals annually and within the time frame set by HR	Sound financial management	100%, annually	Not applicable	Customer Services Manager Customer Services Team Leader	Complete
Regularly review corporate risks including: <ul style="list-style-type: none"> disaster recovery to provide continuous front facing services to the public in the event of a minor or major system outage GDPR (General Data Protection Regulation) compliance to protect personal data, Council reputation and avoid financial penalties information security to protect personal data, prevent council reputation and provide confidence in online services health and safety of members of the public visiting the Council offices 	Sound financial management	Minimum annually, annually	Not applicable	Customer Services Manager Customer Services Team Leader Facilities Service Lead ICT Legal Services Anglia Revenues Partnership All service leads Third party suppliers	Customer Services Business Continuity Plan reviewed annually. 4 minor data breaches recorded and reported in line with Council GDPR data breach guidance. Additional processes put in place where possible to prevent recurrence. Team completed annual GDPR training. Archived data held in Customer Relationship Management system in line with corporate retention policy. Undertaken data cleansing of customer service data held in Outlook. No successful security attacks nor data leakage recorded against the Council's website and Customer Relationship System during 2022 to 2023. Customer Services risk assessment reviewed annually and as required. Last reviewed January 2023. Customer Services Team Leader is member of the Council's Health and Safety Working Group.
Undertake activities which help to mitigate/adapt to climate change	Cleaner, greener East Cambridgeshire	To contribute to the preparation and subsequent implementation of the Council's Climate and Environmental Action Plan	Not applicable	Cross-council Activity	The Customer Service team actively encourage those who can to request and access services digitally to reduce the need to travel to the Council office minimise the use of paper. The digital services team seek feedback and continually work with services and partners to improve the Council's digital customer experience. Customer Service team representative on the Council's Green Team who have recently achieved bronze accreditation.