







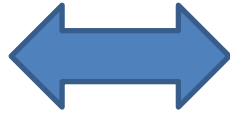
Commitments towards our Vision

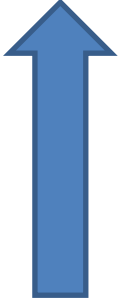
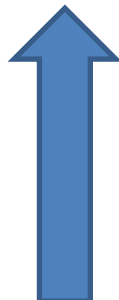
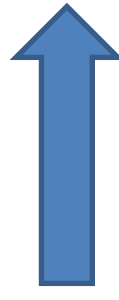
Six Month Update - Customer Services 2019-2020





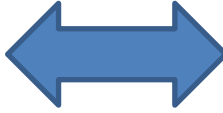
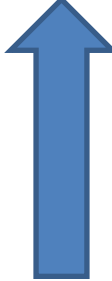


Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners	Status (at 6 month stage)	Outcome or output (at 6 month stage)
To be accessible, responsive and flexible to customer needs.	Delivering a financially sound and well managed Council A fantastic place to live, work and visit	Monitor Customer feedback and service performance and provide quarterly service reports to Service Leads, ECSS and CMT.	All reports provided on time	Annette Wade – Customer Services Manager. Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Engagement Officer		Q1 and Q2 reports provided in October 2019.
		To ensure the Council's Website complies with the latest Accessibility Regulations by Sept 2019.	N/A	Annette Wade – Customer Services Manager. Sue Garwood – Web/CRM Development Manager		The website accessibility score in January 2019 was 3.2 out of 10. Issues have been identified - Action plan in progress to resolve and increase score to a compliant 7.7 out of 10 before the next free assessment in Jan 2020.
		To maintain monthly abandoned call rates to 10% of all calls offered via the Council's telephone system.	Monthly abandoned call rates 2018/19 : April – 11.3% May – 12% June – 12.2% July – 11.1% Aug – 7.2% Sept – 10.7% Oct – 8.4% Nov – 4.4% Dec – 4.9% Jan – 6.9% Feb – 6.5% Mar – 7.3%	Helen Sarkies – Customer Services Team Leader. All Customer Service Advisors/apprentice		100% Achieved Improvement on last year. Abandoned call rates - April - 6.6% May - 5.8% June - 4.1% July - 2.3% Aug - 3.2% Sept - 5.3%
		To support the transfer of the Council's Cash Receipting System to Civica Pay in July 2019 - Attending and making an effective contribution to project meetings and completing all assigned tasks within deadlines - Undertake training and cascade to other members of the Customer Services Team	N/A	Annette Wade – Customer Services Manager Sue Garwood – Web/CRM Development Officer		Go live date for Civica Pay extended to Nov 2019. Action plan in progress, 100% attendance at all project meetings and all

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To make a positive contribution to the health and wellbeing within our district.		- Work with Civica, Firmstep and the Finance team to provide a seamless experience for Customers wishing to make a payment online, face to face and via the telephone.		Helen Sarkies – Customer Services Team Leader		assigned tasks have been completed within agreed deadlines. Training is in progress.
		To ensure all new Customer Service Advisors receive mental health training within 6 months of their appointment.	Due to supplier cancelling both courses at very late notice the training is being held in April and not provided to all new staff within 6 months.	Helen Sarkies – Customer Services Team Leader.		Complete - Member of staff who started in May received their mental health training in July. 2 new members of staff who started on 19 th August & 2 nd Sept are booked on to a Jan 2020 course.
		To support the transfer of assisted digital and personal budgeting support to the Citizens Advice Bureau on 1 st April 2019	N/A	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services Team Leader All Customer Service Advisors/Apprentice		Complete. The Customer Service Team continue to provide eligibility advice to new and existing claimants. They signpost or assist with digital claims as necessary to prevent hardship from either a delay in payment or by incurring an overpayment. They also alert the DWP of customers who may require additional support to maintain their claim going forward. The Customer Services Manager attends quarterly meetings with East Cambridgeshire and Fenland Stakeholders, namely Housing Teams, Rural Cambs CAB, Anglia Revenues Partnership & DWP and the Eastern Regional Group in Thetford to maintain knowledge, share, learn and feedback experiences to inform

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<p>To maximise commercial opportunities of the Council Website.</p> <p>Help reduce failure demand across the authority.</p> <p>To develop the Customer Relationship Management System to respond to customer enquires effectively</p>						<p>future service improvements.</p> <p>Refresher training for the Customer Service Team has been arranged for 19th November 2019</p>
		To promote and provide 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, Dept of Work and Pensions and the Citizens Advice Bureau.	N/A	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services Team Leader All Customer Service Advisors/Apprentice		<p>Complete. The team have helped 80 customers complete a digital applications/change of circumstance forms relating to Housing Benefit, Council Tax Reduction or Universal Credit during the period 1/4/2019 – 31/9/2019.</p> <p>This service is promoted on the Council's website and on the TV Screens in the Council's reception area.</p>
		Subject to budget approval create a single sign on for East Cambs Self Service Portal for customers to access and manage their Council Tax, Housing Benefit and Business Rates accounts by 31 st December 2019.	Carried forward from 2018/2019	Annette Wade – Customer Services Manager. Sue Garwood – Web/CRM Development Officer.		In progress however costs still to be finalised therefore December deadline has now been pushed back until 31 st March 2019.
		Monitor avoidable contact and work in partnership with service representatives across the Council to identify ways to reduce failure demand across the authority by 31 st March 2019	N/A	Karen Carter – Customer Engagement Officer		In progress - on target to complete by 31 st March 2019
		Review Customer email notifications to ensure they are clear, informative, relevant and timely by 31 st March 2019.	Carried forward from 2018/2019	Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Services Engagement Officer.		In progress - on target to complete by 31 st March 2019
		To develop and implement a system for recording face to face visitors in the CRM system by December 2019.	N/A	Sue Garwood – Web/CRM Development Officer		In progress on target to complete by 31 st December 2019

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To work proactively and support the customer experience and reduce silo working		To continue to provide a frontline service for ECSS and support the development of their service throughout 2019/20	N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Services Engagement Officer. Helen Sarkies – Customer Services Team Leader.		Ongoing – Attend monthly meetings with ECSS to refine processes and improve customer experience. Weekly, monthly and adhoc performance reports provided as requested. Front facing Customer Service Team have resolved 69.6% of ECSS customer contact at first point of contact this year to date. The team also assisted with Bring Your Own Bottle campaign and have stepped in for Michael Recycle at short notice.
		To support the District and Parish Council Elections on 2 nd May 2019	N/A	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services Team Leader All Customer Service Advisors/Apprentice Sue Garwood - Web/CRM Development Officer Karen Carter – Customer Engagement Officer		Fully supported. In addition to responding to telephone, face to face and email enquiries from customers, we streamlined all of the Elections web pages, particularly the pages relating to nominations, candidates and results to make them more user friendly, opened postal votes, helped out at polling stations and the count.
		To respond to BCPL Copy requests within 5 working days	All 791 requests received Apr – Mar 2018 responded within 5 working days. 473 – 59.8% completed in less than 24 hours	Helen Sarkies – Customer Services Team Leader. All Customer Service Advisors/Apprentice		Complete. Exceeded target. All 380 requests received between Apr – Sept 2019 responded to within 5 working days. 252 - 66.3% completed within less than 24 hours

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			115 – 14.5% completed in less than 2 days 66 – 8.3% completed in less than 3 days. 70 – 8.9% completed in less than 4 days 67 – 8.5% completed in less than 5 days.			45 – 11.8% completed in less than 2 days 19 – 5% completed in less than 3 days. 27 – 7.1% completed in less than 4 days 37 – 9.8% completed in less than 5 days.
		To attend and make an effective contribution to monthly ARP Customer Service Meetings and develop an action plan that supports the ARP Customer Services Action Plan	N/A	Annette Wade – Customer Services Manager		Complete. Customer Service Manager has senior role within the group and has recently been appointed Chair of ARP Customer Services Group. She is working hard alongside all partners to deliver a Better Customer Journey programme. Action Plan completed, all assigned tasks completed within deadlines.
To support the continued professional development of customer services		Ensure all customer service advisors and the CRM/Web team receive adequate training on relevant ICT systems, policy and procedure, contact handling and dealing with difficult customers.	On - going	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader		Ongoing – Universal Credit refresher training booked for 19 th November 2019. Connect & Serve training provided to new staff to enable them to digitally assist Universal Credit, Housing Benefit, Council Tax and Business Rates enquiries. All new staff have also attended bomb threat training. Conflict management training is booked for later in the year. Changes to existing processes are

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						discussed at monthly team meetings.
		A minimum of 4 Team meetings completed annually.	Team Meeting held monthly well attended	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader		Complete. Team Meetings held monthly out of hours – well attended.
		Staff one to ones completed at least 4 times per year.	Due to lack of resource the Customer Service Advisors have only had 2 one to ones this year. Customer Services Team Leader and members of the web team meet with the Customer Services Manager fortnightly	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.		Customer Service advisors have had two one to ones with the Customer Services Team Leader. Customer Service Team Leader and members of the web team meet with the Customer Services Manager fortnightly.
		Appraisals completed annually and within time frame set by HR.	All appraisals completed within timescales set by HR	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.		Ongoing – on target to complete on time
Ensure that the Council's corporate risks are managed effectively and mitigations are put in place to reduce impact.		To regularly review corporate risks including	N/A	Annette Wade – Customer Services Manager & ICT. Third party suppliers		Customer Services Business Continuity plan is reviewed and updated annually, last updated 17 th September 2019
		<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 financial penalties protect council reputation and provide confidence in online services. 				Annette Wade – Customer Services Manager & Legal Services Annette Wade – Customer Services Manager. All Service Leads. Third party suppliers.

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		<ul style="list-style-type: none"> - Health & Safety of members of the public visiting the Council Offices. 		Annette Wade – Customer Services Manager. Facilities Service Lead.		<p>Evidence to support Housing Benefit and Council Reduction is now scanned directly into the ARP system and immediately returned to the customer at the counter. This has significantly reduced the risk of personal data being compromised as well as negated the need to hold on to their data in paper form and the processes required to maintain the confidentiality and security of it.</p> <p>Ongoing – Customer Services Risk Register updated annually. Next update due Feb 2020.</p> <p>Customer Services Team Leader is a member of the Council's Health and Safety Working Group and attends quarterly meetings.</p> <p>New system for maintaining staff and customer safety from Abusive and Aggressive Customers and Bomb Threats has been introduced in October 19.</p>