Commitments towards our Vision

Customer Services- End of year report 17/18

East Cambridgeshire District Council

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	Outcome or output End of year report
To be accessible, responsive and flexible to customer needs.	A customer driven efficient Council with a "can do" attitude and pro business approach and commercially focused to ensure financial self-sufficiency for the tax payer	Monitor Customer feedback and service performance and provide quarterly service reports to Service Leads and CMT.	N/A	Annette Wade – Customer Services Manager. Sue Garwood – Web/CRM Development Officer.	↔	Q1 Q2 & Q3 reports provided 20/07/2017 20/10/2017 11/01/2018 Q4 reports due April 2018.
		To complete the following transformation web projects to ensure the website is accessible consistent and relevant. - Web Governance by 30/04/2017 - Roll out new content management system by 31/05/2017 - Review of web content service by service by 31/03/2018	N/A	Annette Wade – Customer Services Manager. Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Services Engagement Officer	↔	Web governance completed Sept 2017 due to staffing issues and other Web Priorities i.e. Choose Your Mayor website. This has had a knock on effect to the web content roll out which was completed by by 31st Dec 2017. Web content has been reviewed as part of Lean Sixth sigma reviews.
		To scope self service improvements and maximise the potential of the Council's reception area in preparation for the roll out of Universal Credit in May 18 by 31st March 18.	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.	↔	Discussions with Service Leads, Facilities and ICT ongoing. Proposals have been passed to Facilities for financial appraisal.
		To maintain monthly abandoned call rates to 10% of all calls offered via the Council's telephone system.	10%	Helen Sarkies – Customer Services Team Leader. All Customer Service Advisors/apprentice	↑	Achieved. Monthly abandoned call rates as follows: April - 9.2% May - 5.2% June - 9.5% July - 6.1% Aug - 4.1% Sept - 7.5% Oct - 4.3% Nov - 2.7% Dec - 2.3% Jan - 3.2% Feb - 10%

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To make a positive contribution to the health and wellbeing within our district.		To ensure all new Customer Service Advisors receive mental health training within 6 months of their appointment.	N/A	Helen Sarkies – Customer Services Team Leader.		Incomplete – Previous supplier no longer available. Alternative supplier sourced and all outstanding training now complete.
		To develop and launch an Assisted Digital Service for Housing Benefit and Council Tax enquiries by Sept 2017.	N/A	Helen Sarkies – Customer Services Team Leader		Complete - Assisted digital service provided via the self service kiosks and by appointment at the Council's Reception desk.
To maximise commercial opportunities of the Council Website.		Subject to member 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 31st December 2018.	N/A	Annette Wade – Customer Services Manager. Sue Garwood – Web/CRM Development Officer.		Incomplete - Intention to follow and learn from East Suffolk's implementation to establish actual deliverables/possibilities – their project has hit a number of snags. Project to be carried forward to next year.
		Promote self service and increase self service registrations by 5%.	31/03/2017 - 3915 self registered users	Helen Sarkies – Customer Services Team Leader. All Customer Service Advisors/apprentice		30/09/2017 - 7143 self-registered users – 82.5% increase.
Help reduce failure demand across the authority.		Monitor avoidable contact and provide 6 monthly reports to Service Leads and CMT.	23% of Customer Contact classed as avoidable as at 31st March 2017.	Sue Garwood – Web/CRM Development Officer. Helen Sarkies – Customer Services Team Leader. All Customer Service Advisors/apprentice		Six monthly avoidable contact reports provided : Apr - 28.4% May - 30.4% June - 24.7% July - 18.7% Aug - 23.0% Sept - 27.4% Oct -22.7% Nov - 19.9% Dec - 24.0% Jan – 24.0%

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		Develop and agree action plan to reduce avoidable contact by 30th June 2017.	N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Services Engagement Officer. Helen Sarkies – Customer Services Team Leader		Intelligence gathered to be used in conjunction with the Lean System Thinking projects to Identify opportunities for quick wins and provide an indication of where deeper, more fundamental issues in service delivery lie. Working together will maximise use of resources and avoid duplication of effort. Customer Engagement Officer part of Lean System Thinking review team.
		Implement agreed action plan to reduce avoidable contact by 31st March 2018.	N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Services Engagement Officer. Helen Sarkies – Customer Services Team Leader		See above - to be fed into lean Six Sigma review of services.
To develop the Customer Relationship Management System to respond to Customer enquiries effectively.		Review online forms to ensure tracking facility reflects relevant workflows by 31st March 2018.	N/A	Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Services Engagement Officer.		Waste online forms and workflows have been reviewed ready for the transfer of service to the trading company. Other services to be reviewed as part of the Six Sigma review of services to avoid duplication of effort and maximise use of resources.
		Review Customer email notifications to ensure they are clear, informative, relevant and timely by 31st March 2018.	N/A	Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Services Engagement Officer.		Incomplete. Due to resource required to develop new forms and processes for the transfer of waste services to ECSS. To be carried forward to 18/19

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		In partnership with Firmstep migrate the Missed Bin Collection Modules and online form to Achieve Service by 31st December 2017.	N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Services Engagement Officer		Complete
To work proactively and support the customer experience and reduce silo working		To support the transfer of the Waste contract to the East Cambridgeshire Trading Company on 1st April 2018	N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Services Engagement Officer. Helen Sarkies – Customer Services Team Leader.		CRM workflows, processes and forms have been reviewed and documented. Customer Service Manager represents the "customer" at project board meetings.
		To support the County and Mayoral Elections on 4th May 2017.	N/A	Annette Wade – Customer Services Manager. Sue Garwood – Web/CRM Development Officer. Helen Sarkies – Customer Services Team Leader		Complete. Provided first point of contact for all telephone, face to face and email enquiries. Created and developed the Choose Your Mayor website. Provided resource on Election day and at the Count.
		To develop and launch a new Intranet Site by 01 04 18. (Revised date previously November 2017).	N/A	Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Services Engagement Officer		The Launch date has been amended to 1/4/2018 as working in conjunction with the HR Project. New design and format agreed. On target to complete on time
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 – Connect & Serve training received to enable staff to digitally assist Housing Benefit, Council tax and Business Rates enquiries.
		A minimum of 4 Team meetings completed annually.	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader		Completed. Team Meetings held monthly out of hours – well attended.
		Staff one to ones completed at least 4 times per year.	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.		CSA's each received a one to one in July or August, additional one to ones booked in for Oct/Nov 17 & January and March 18.

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						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.	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.		Ongoing – on target to complete on time
		Service Awareness briefings for Member Champion	On- going	Annette Wade – Customer Services Manager.		Member service delivery champion updated as required
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 – 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. – Health & Safety of members of the public visiting the Council Offices.	New target	Annette Wade – Customer Services Manager & ICT. Third party suppliers Annette Wade – Customer Services Manager & Legal Services Annette Wade – Customer Services Manager. All Service Leads. Third party suppliers. Annette Wade – Customer Services Manager. Facilities Service Lead.		Business Continuity Plan completed and forwarded to David Vincent – Health & Safety Officer. GDPR Inventory completed. Customer Services Risk Assessment updated 28/9/17 Customer Services team Leader represents Customer Services and Health and Safety working party.