




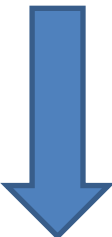
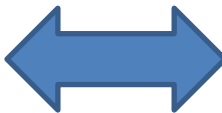



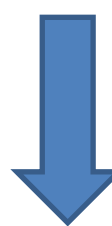
# Commitments towards our Vision






## Customer Services- 2018-2019 Six month update



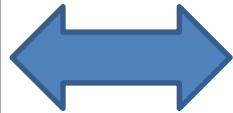



East Cambridgeshire  
District Council

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 (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	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 and Q2 reports provided in October 2018.
	A fantastic place to live, work and visit	<p>To support the implementation of Universal Credit in September 2018 by</p> <ul style="list-style-type: none"> <li>- Undertaking Universal Credit training by 31<sup>st</sup> July 2018</li> <li>- Working with ARP and Housing Services to develop an action plan to prepare and support the Customer transition to Universal Credit by 31<sup>st</sup> May 2018</li> </ul>	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader		<p>Action Plan – complete. Successful roll out so far. Monthly meeting with Housing Options team ARP and DWP set up. Customer support Leaflets and Landlords booklet developed. Briefing paper for Members produced.</p> <p>Universal Credit Training completed 23<sup>rd</sup> August 2018 later than originally planned due to availability of DWP trainer.</p>
		To implement self service improvements and maximise the potential of the Council's reception area in preparation for the roll out of Universal Credit in September by 31 <sup>st</sup> July 18.	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.		Options submitted to Facilities still being considered viz a vie the bigger picture including: other departments' requirements, the future of The Grange and the transfer of Universal Credit Personal Budgeting and Assisted Digital support to the Citizens Advice Bureau from 1 <sup>st</sup> April 2019. Existing layout coping with introduction of Universal Credit so far.

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		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		Only achieved in August 2018 due to vacancies within Customer Service Team. Monthly abandoned call rates as follows: April - 11.3% May - 12% June - 12.2% July - 11.1% Aug - 7.2% Sept - 10.7%
<b>To make a positive contribution to the health and wellbeing within our district.</b>		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.		Complete
		To develop and launch an Assisted Digital Support Service for Customers claiming Universal Credit by 1 <sup>st</sup> September 2018.	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.
<b>To maximise commercial opportunities of the Council Website.</b>		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 31 <sup>st</sup> December 2018.	N/A	Annette Wade – Customer Services Manager. Sue Garwood – Web/CRM Development Officer.		Incomplete – No progress due to other priorities and lack of resources. Focus this year has been ECSS, ARP and delivering front line day to day service with 30% less trained staff.
		Promote self - service and increase paperless Council Tax billing sign ups to 5% by 31 <sup>st</sup> March 2019.	2%	Helen Sarkies – Customer Services Team Leader. All Customer Service Advisors/apprentice		Sept 2018 - Council Tax Billing Sign ups 3%
<b>Help reduce failure demand across the authority.</b>		Monitor avoidable contact and provide 6 monthly reports to Service Leads and CMT.	N/A	Sue Garwood – Web/CRM Development Officer. Helen Sarkies – Customer Services Team Leader. All Customer Service Advisors/apprentice		Incomplete – report in progress not yet completed due to other urgent priorities.

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		Develop and agree action plan to reduce avoidable contact with each service by 31 <sup>st</sup> March 2019.	N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Services Engagement Officer. Helen Sarkies – Customer Services Team Leader		On track – Meetings booked with all service leads Dec – March 2019
		Review Service Standards by 30 <sup>th</sup> Sept 2018	N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Services Engagement Officer. Helen Sarkies – Customer Services Team Leader		Incomplete. In progress - ECSS Waste & Recycling complete and a considerable amount of work has been done with Anglia Revenues Partnership.
To develop the Customer Relationship Management System to respond to Customer enquiries effectively.		Add Service Standards and escalations to all CRM forms by 31 <sup>st</sup> December 2018.	N/A	Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Services Engagement Officer.		On track – All ECSS CRM forms complete.
		Review Customer email notifications to ensure they are clear, informative, relevant and timely by 31 <sup>st</sup> March 2019.	N/A	Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Services Engagement Officer.		Work to commence January 2019 so still on target to meet yearly requirements.
To work proactively and support the customer experience and reduce silo working		To continue to support the transfer of the Waste contract to the East Cambridgeshire Trading Company on 1 <sup>st</sup> April 2018	N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Services Engagement Officer. Helen Sarkies – Customer Services Team Leader.		Ongoing - The team have worked tirelessly with ECSS to refine and stream line processes and develop and produce meaningful performance reports. New web pages have also been developed and published on the Council's website in partnership with Waste Services.

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		To respond to BCPL Copy requests within 5 working days	N/A	Annette Wade – Customer Services Manager. Sue Garwood – Web/CRM Development Officer. Helen Sarkies – Customer Services Team Leader		Complete. Above target. All 419 requests received between Apr – Sept 2018.responded to within 5 working days. 243 – 58% completed within less than 24 hours 58 – 13.8% completed in less than 2 days 37 – 8.8% completed in less than 3 days. 44 – 10.5% completed in less than 4 days 37 – 8.9% completed in less than 5 days
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 Training for all staff & Connect & Serve training provided to new staff to enable staff to digitally assist Universal Credit, Housing Benefit, Council tax and Business Rates enquiries. Changes to existing processes discussed and gone through at monthly team meetings
		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.		Due to lack of resource the Customer Service Advisors have only had 1 one to one to date. However now the Team is fully resourced we should be able to achieve the requirement for 4 one to ones per year. Customer Service Team Leader and members of the web team meet with the

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						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. Monthly telephone call in the diary.
<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>		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.	↔	Customer Services have been involved with the “dummy” emergency planning event which took place recently.  GDPR and the protection of personal data- Customer Services continues to ensure the data obtained from residents is GDPR compliant and personal data is protected.

**Name of Service Delivery Champion: Councillor Jo Webber**

The Customer Services Team have had an extremely busy six months. They have supported the Waste Services transfer to ECSS which has included refining the internal processes, performance reports and web pages. The team have also been committed to ensuring that residents who have transferred to the new Universal Credit system have received the advice and support they need. It is very early days, but so far the transfer seems to have been successful within East Cambs.

This additional work load, together with a lack of staff due to vacancies created by secondments / appointments to internal positions within the council, and other unplanned works, have made it difficult to meet targets in some areas. It is extremely beneficial to ECDC that Customer Services Team have become a talent pool for other services, however, it is essential that Annette is able to recruit quickly to replace staff that are seeking to progress. It takes 6 months to train staff to be effective within the team, and to enable us to maintain a professional front line service for our residents, we need to improve the turnaround time for advertising job vacancies and recruiting new customer service staff.

In addition to the dealing with the increased workload for the team, Annette Wade has been working exceptionally hard for a number of months now, to establish a voice within the ARP area. Annette has challenged the purpose of the ARP Customer Services Group that she attends (which is made up of representatives from all of the councils that are members of the partnership), and also the poor performance of ARP. Annette volunteered to produce Terms of Reference which would address ARPs lengthy response times, lack of statistics and performance measures. This has been a difficult process, but I am pleased to say that the Terms of Reference have now been accepted. It's great to see, that once again, it's the professional and very dedicated staff of ECDC that are leading the way in resolving the issues.