

Customer Services – 2017/18

Overview of the service

The remit of the Customer Services Team is to provide a front line service for all Council Services, delivering high levels of customer service and responding in a fast, efficient and helpful manner. A single point of contact accessible to all, including the development of the Council's Website and Self Service Portal, making ease of use a main priority and providing access to Council services 24 x7.

The team monitors the needs of customers, customer feedback and works with Service Leads and partners to create positive communication channels, increase the number of interactions resolved at first point of contact, identify improvement opportunities and strive to develop services that meet the needs of our customers.

In addition to the above, the team supports organisational change, policy and political decisions and presents them positively. They manage customer expectations by clearly communicating standards and response times and work to ensure these are met. We maximise the use of technology and promote and encourage the use of self service more cost efficient channels such as the internet and online services via the web.

Cost of service

The cost to run the service totals £354,092 per annum.

Staffing information

Number (x)	Post	Full/Part time
1	Customer Services Manager	Full Time
1	Customer Services Team Leader	Full Time
6	Customer Service Advisors	Full Time
2	Customer Services Advisors	Part Time
1	Customer Services Apprentice	Full Time
1	Web/CRM Development Officer	Part Time
1	Customer Engagement Officer	Part Time

Our Members Service Delivery Champion is Councillor Jo Webber.

Forward planning for Councillors

Proposed date of decision	Item	Service Area	Service Delivery Champion	Committee
24 May 2017	Single sign on - Customer access to Council Tax, Housing Benefit & Business Rate accounts via Firmstep Self Service Portal	Customer Services – Online Services	Cllr Jo Webber	Transformation Sub Committee



Commitments towards our Vision

Service Delivery Plan- Customer Services



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
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
		To complete the following transformation web projects to ensure the website is accessible, consistent and relevant <ul style="list-style-type: none"> - Web Governance by 30/4/2017 - Roll out new content management system by 31/5/2017 - Review web content service by service by 31/3/2018. 	N/A	Annette Wade – Customer Services Manager. Sue Garwood – Web/CRM Development Officer Karen Carter – Customer Services Engagement Officer
		To scope self service improvements and maximise the potential of the Council's reception area in preparation for the full roll out of Universal Credit in Nov 18 by 31 st March 2018.	N/A	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services Team Leader.
		To maintain monthly abandoned telephone 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.
To make a positive contribution to the health and well being within our district		To ensure all new Customer Service Advisors receive mental health training within 6 months of their employment.	N/A	Helen Sarkies – Customer Services Team Leader
		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.
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 31 st December 2017.	N/A	Annette Wade - Customer Services Manager. Sue Garwood - Web/CRM Development Officer
		Promote self service and increase self service registrations by 5%.	3916	Helen Sarkies - Customer Services team Leader All Customer Service Advisors/Apprentice
To help reduce failure demand across the authority		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
		Develop and agree an action plan to reduce avoidable contact by 30 th June 2017.	N/A	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services team Leader Karen Carter – Customer Engagement Officer
		Implement agreed action plan to reduce avoidable contact by 31 st March 2018.	N/A	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services team Leader Karen Carter – Customer Engagement Officer
To develop the Customer		Review online forms to ensure tracking facility reflects	N/A	Sue Garwood – Web/CRM Development

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
Relationship Management System to respond to Customer enquiries effectively.		relevant workflow by 31 st March 2018.		Officer Karen Carter – Web/CRM Development Officer
		Review customer email notifications to ensure they are clear, informative, relevant and timely by 31 st March 2018.	N/A	Sue Garwood – Web/CRM Development Officer Karen Carter – Web/CRM Development Officer
		In partnership with Firmstep migrate the Missed Bin Collection modules and online form to New Achieve Service by 31 st December 2017.	N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Engagement Officer.
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 1 st April 2018.	N/A	Annette Wade – Customer Services Manager Karen Carter – Customer Engagement Officer. Helen Sarkies – Customer Services team Leader.
		To support the County and Mayoral Elections on 4 th May 2017.	N/A	Annette Wade – Customer Services Manager Sue Garwood – Web/CRM Development Officer Helen Sarkies – Customer Services team Leader
To support the continued professional development of customer services		To develop and launch a new Intranet site by end of November 2017.	N/A	Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Engagement Officer
		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.	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		A minimum of 4 Team Meetings completed annually.	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		Staff one to ones completed at least 4 times per year.	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		Appraisals completed annually and within time frame set by HR.	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		Service awareness briefings for Member Champion	N/A	Annette Wade – Customer Services Manager.