

SOUTH STAFFORDSHIRE COUNCIL

OVERVIEW AND SCRUTINY COMMITTEE – 14 NOVEMBER 2023

CUSTOMER EXPERIENCE – ‘OUR CUSTOMER PROMISE TO YOU’

**REPORT OF THE CORPORATE DIRECTOR, CHIEF OPERATING OFFICER AND
CORPORATE SUPPORT TEAM MEMBER**

LEAD CABINET MEMBER – COUNCILLOR ROGER LEES, LEADER OF THE COUNCIL

PART A – SUMMARY REPORT

1. SUMMARY OF PROPOSALS

- 1.1 This report presents a newly produced ‘Our Customer Promise to You’ policy document that captures the customer experience.

2. SUMMARY IMPACT ASSESSMENT

POLICY/COMMUNITY IMPACT	Do these proposals contribute to specific Council Plan objectives?	
	Yes	Customers are at the heart of all we do. Our ‘Customer Promise’ aims to fulfil our ambition to make everyone’s experience of contacting the Council a positive one, whether it is a resident, business, partner, or supplier.
	Has an Equality Impact Assessment (Equal) been completed?	
	No	EQIA’s will be completed as and when work produced by individual services require one.
	Has a Data Protection Impact Assessment been completed?	
	No	
SCRUTINY POWERS APPLICABLE	No	This policy will be presented to the Standards and Resources committee on the 23 November 2023.
KEY DECISION	No	
TARGET COMPLETION/ DELIVERY DATE	To be confirmed and will be at the same time as the Customer Feedback Policy.	
FINANCIAL IMPACT	Yes/No	No immediate financial impact
LEGAL ISSUES	Yes/No	No Legal implications

OTHER IMPACTS, RISKS & OPPORTUNITIES including climate impacts and health impacts if applicable	None	
IMPACT ON SPECIFIC WARDS	No	This policy will involve all our customers that contact us.

PART B – ADDITIONAL INFORMATION

3. INFORMATION

- 3.1 Earlier in the year, every service developed service charters that set out the vision, mission statement, customer promise and how customers can help the service. During the summer, we invited residents to join us for a focus group to discuss a few of the charters from the high contact areas.
- 3.2 One of our key outcomes from the focus groups was that the documents would work best as internal documents as the information wasn't all relevant/easily understood. They shared that they wanted just one document that clearly set out what they can expect when they contact us. Following the focus group session, we have produced a new customer experience policy, attached, that we are calling, 'Our Customer Promise to You'.
- 3.3 The service charters will be used as internal documents and 'Our Customer Promise to You' will be the external facing document for customers.
- 3.4 'Our Customer Promise to You' has been developed using our five core values: Trust, Transparency, Listening, Positive Relationships and Pride. Our ambition is to make everyone's experience of contacting the Council a positive one, whether you are a resident, business, partner, or supplier. Our vision is that our customers are at the heart of everything we do.
- 3.5 The policy sets out what customers can expect when they get in touch with us, how we will keep them informed, how we will work together and how customers can help us. It also includes our vision for Equality and Diversity and links to our 'Everyone Count's document. The document will be set by graphics ahead of Cabinet Weekly Briefing.
- 3.6 'Our Customer Promise to You' will be launched alongside the updated Customer Feedback Policy and we will:
- Develop and launch a rolling training and development programme with Customer Services which will include looking at the induction programme for new starters.

- Develop a communication plan.
- Provide feedback to the focus group via a “You said, we did” approach.
- Work with services so key information from the service standards are included on the website on individual pages.
- Include a customer experience section in the Integrated Performance Management Framework that will pull data together on a quarterly basis.
- Explore different ways of working together with our customers to capture their experiences, for example mystery shoppers and focus groups.

4. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

4.1 Further details of any impacts as necessary.

N/A

5. PREVIOUS MINUTES

5.1 None

6. BACKGROUND PAPERS

6.1 The proposed ‘Our Customer Promise to You’ policy document is attached to this report.

7. RECOMMENDATIONS

7.1 That Members consider the ‘Our Customer Promise to You’ and note the recommendations for roll out.

Report prepared by: Rebecca Harris, Corporate Support Team Manager