


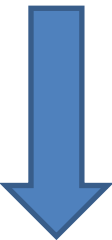










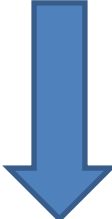


Commitments towards our Vision






Customer Services - End of Year Report 2018-2019

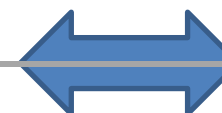
Performance Measure	Link to Corporate Plan Priority	Target and reporting timescale (i.e. 6 monthly or annually)	Baseline from previous year/output from previous year	Owner and co-owners	Status (at 6 month stage)	Outcome or output (at 6 month stage)
To be accessible, responsive and flexible to customer 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. Q3 15/2/2019. Q4 reports due April 19
	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"> - Undertaking Universal Credit training by 31st July 2018 - Working with ARP and Housing Services to develop an action plan to prepare and support the Customer transition to Universal Credit by 31st May 2018 	N/A	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader		<p>Action Plan – complete. Successful roll out, minimal impact so far.</p> <p>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 23rd August 2018 later than originally planned due to availability of DWP trainer.</p> <p>Working with Citizens Advice Rural Cambs and Citizens Advice Newmarket, ARP and the Housing team to ensure a seamless transfer of assisted digital and personal budgeting support to the Citizens Advice Service on 1st April 2019</p>

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		<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 31st July 18.</p>	<p>N/A</p>	<p>Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.</p>		<p>4 Options have been submitted to Facilities for costings way back in June. All are still being considered viz a vie the bigger picture including: other departments' requirements, the future of The Grange and more recently the transfer of Universal Credit Personal Budgeting and Assisted Digital support to the Citizens Advice Bureau from 1st April 2019.</p> <p>Existing layout is coping with introduction of Universal Credit and the new Homelessness Reduction Act so far. However lack of confidentiality for customers using the self service kiosks is still an issue.</p>
		<p>To maintain monthly abandoned call rates to 10% of all calls offered via the Council's telephone system.</p>	<p>10%</p>	<p>Helen Sarkies – Customer Services Team Leader. All Customer Service Advisors/apprentice</p>		<p>Under achieved in April, May, June, July and September 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% Oct - 8.4% Nov - 4.4% Dec - 4.9% Jan - 6.9% Feb - 6.5% Mar - not yet complete at time of report 7.3%</p>

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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 – Training booked for Feb & March was cancelled by the provider at the last minute. Have sourced an alternative provider, training to take place in April 19.
		To develop and launch an Assisted Digital Support Service for Customers claiming Universal Credit by 1 st 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.
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 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 st March 2019.		2%	Helen Sarkies – Customer Services Team Leader. All Customer Service Advisors/apprentice		Feb Council Tax Billing Sign ups - 5.2% achieving a saving of £3447 in postage costs this year.	
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		Complete. 6 monthly report provided 15/11/2018. Figures available Apr – Feb on track to provide 6 monthly report early April. These figures have been fed into the action plan below.	
Develop and agree action plan to reduce avoidable contact with each service by 31 st March 2019.		N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Services Engagement Officer. Helen Sarkies – Customer Services Team Leader		Complete. A lot of work has already been done with ECSS to increase first time fixes, reduce avoidable contact and increase performance. This needs to be	
To maximise commercial opportunities of the Council Website.						
Help reduce failure demand across the authority.						

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						replicated across all Council Services.
		Review Service Standards by 30 th Sept 2018	N/A	Annette Wade – Customer Services Manager. Karen Carter – Customer Services Engagement Officer. Helen Sarkies – Customer Services Team Leader		Complete Feb 2019 Include ECSS Waste & Recycling. A considerable amount of work has also been done with Anglia Revenues Partnership to review their service standards and performance.
To develop the Customer Relationship Management System to respond to Customer enquiries effectively.		Add Service Standards and escalations to all CRM forms by 31 st December 2018.	N/A	Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Services Engagement Officer.		Complete.
		Review Customer email notifications to ensure they are clear, informative, relevant and timely by 31 st March 2019.	N/A	Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Services Engagement Officer.		Work has commenced with ECSS services and other high volume online forms i.e. land charge search requests, licensing and job applications, however unlikely to be completed by 31 st March 2019.
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 st 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 a performance framework within the CRM system and provide reports. New web pages have also been developed and published on the Council's website in partnership with Waste Services.
		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 738 requests received between Apr – Feb 2018 responded to within 5 working days. 444 – 60.2% completed within less than 24 hours

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						105 – 14.2.% completed in less than 2 days 62 – 8.4% completed in less than 3 days. 68 – 9.2% completed in less than 4 days 59 – 8% 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 2 one to one this year. 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. Monthly telephone call in the diary.
Ensure that the Council's corporate risks are managed		To regularly review corporate risks including		Annette Wade – Customer Services Manager & ICT. Third party suppliers		Disaster recovery - Customer Services have been involved with the



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effectively and mitigations are put in place to reduce impact.		<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. - Health & Safety of members of the public visiting the Council Offices. 		<p>Annette Wade – Customer Services Manager & Legal Services</p> <p>Annette Wade – Customer Services Manager. All Service Leads. Third party suppliers.</p> <p>Annette Wade – Customer Services Manager. Facilities Service Lead.</p>		<p>“dummy” emergency planning event which took place in September 2018 and has completed a no deal Brexit risk assessment</p> <p>GDPR and the protection of personal data – All members of the Customer Services have all completed the GDPR e-learning module, the privacy notices on the phone and the website have been updated and we continue to ensure the data obtained from residents is GDPR compliant and personal data is protected.</p> <p>Health & Safety – Customer Services Team leader is a member of the Council’s Health & Safety Working Party. Customer Advisors attend Fire warden training as requested. Customer Services Manager/Team Leader completes an annual risk assessment for the service, this includes the Health and Safety of the public visiting the Council Offices.</p>