

Customer Services Service Plan – 2019/20

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 £359,094 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

Forward planning for Councillors

Proposed date of decision	Item	Service Area	Committee



Commitments towards our Vision

Service Delivery Plan - Customer Services 2019-2020

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.	Delivering a financially sound and well managed Council	Monitor Customer feedback and service performance and provide quarterly service reports to Service Leads, ECSS and CMT.	All reports provided on time	Annette Wade - Customer Services Manager Sue Garwood - Web/CRM Development Officer Karen Carter – Customer Engagement Officer
	A fantastic place to live, work and visit.	To ensure the Council's website complies with the latest accessibility regulations by Sept 19.	N/A	Annette Wade – Customer Services Manager. Sue Garwood - Web/CRM Development Officer.
		To maintain monthly abandoned telephone call rates to 10% of all calls offered via the Council's telephone system.	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%	Helen Sarkies – Customer Services Team Leader All Customer Service Advisors/Apprentice.
		To support the transfer of the Council's cash receipting system to Civica Pay in July 2019 <ul style="list-style-type: none"> - Attending and making an effective contribution to project meetings and complete all assigned tasks within deadlines set. - Undertake training and cascade to other members of the Customer Services Team. - Work with Civica, Firmstep and the Finance Team to provide a seamless experience for customers wishing to make a payment online, face to face or via the telephone. 	N/A	Annette Wade – Customer Services Manager. Sue Garwood - Web/CRM Development Officer Helen Sarkies - Customer Services Team Leader
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.	Due to contractor cancelling both courses at very late notice the training is being held in April 2019	Helen Sarkies – Customer Services Team Leader
		To support the transfer of assisted digital and personal budgeting support to the Citizens Advice Bureau on 1 st April 2019	N/A	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services Team Leader All Customer Service Advisors/Apprentice

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 promote and provide Assisted Digital Service for Customers claiming Housing Benefit, Council Tax Support and Universal Credit and provide 6 monthly take up figures to the Director (Operations) , Anglia Revenues Partnership, Department of Work & Pensions and the Citizen Advice Bureau.	N/A	Annette Wade – Customer Services Manager Helen Sarkies – Customer Services Team Leader All Customer Service Advisors/Apprentice
To maximise commercial opportunities of the Council Website.		Subject to budget 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 2019.	Carried forward from 2018/19	Annette Wade - Customer Services Manager. Sue Garwood - Web/CRM Development Officer
To help reduce failure demand across the authority		Monitor avoidable contact and work in partnership with service representatives across the Council to identify ways to reduce failure demand across the authority.	N/A	Karen Carter – Customer Engagement Officer
To develop the Customer Relationship Management System to respond to customer enquiries effectively.		Complete the review of customer email notifications to ensure they are clear, informative, relevant and timely by 31 st March 2020.	Carried forward form 2018/19	Sue Garwood – Web/CRM Development Officer Karen Carter – Customer Engagement Officer
		To develop and implement a system for recording face to face visitors in the CRM system by Dec 2019.	N/A	Sue Garwood - Sue Garwood – Web/CRM Development Officer.
To work proactively and support the customer experience and reduce silo working		To continue to provide a frontline service for ECSS and support the development of their service throughout 2019/20	N/A	Annette Wade – Customer Services Manager Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Engagement Officer. Helen Sarkies – Customer Services team Leader.
		To support the District and Parish Elections on 2 nd May 2019	N/A	Annette Wade – Customer Services Manager Sue Garwood – Web/CRM Development Officer. Karen Carter – Customer Engagement Officer. Helen Sarkies – Customer Services team Leader All Customer Service Advisors/Apprentice
		To respond to BCPL Copy requests within 5 working days.	All 738 requests received between Apr – Feb 2018 responded to within 5 working days. 444 – 60.2% completed within less than 24 hours 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	Helen Sarkies – Customer Services team Leader All Customer Service Advisors/Apprentice
		To attend and make an effective contribution to monthly ARP Customer Service Meetings and develop an action	N/A	Annette Wade – Customer Services Manager

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 support the continued professional development of Customer Services		plan that supports and demonstrates commitment to the ARP Customer Services Group's action plan.		
		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.	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	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		A minimum of 4 Team Meetings completed annually.	Team Meetings held monthly out of hours – well attended.	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		Staff one to ones completed at least 4 times per year.	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.	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
		Appraisals completed annually and within time frame set by HR.	All appraisals completed within timescales set by HR	Annette Wade – Customer Services Manager. Helen Sarkies – Customer Services Team Leader.
Ensure that the Council's Corporate risks are managed effectively and mitigations are put in place to reduce impact.		<p>To regularly review corporate risks including:</p> <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 & ICT.Third party suppliers</p> <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>