



Review of Customer Experience - Scoping Report

SUMMARY

- 1.1 At the last meeting members agreed the work programme for the Resources and Governance Board which includes a proposal to conduct a topic review on customer experience. The review will undertake an evaluation of systems for customer contact with the council. It will be conducted during October and January with evidence provided by a range of people and includes a survey of public contact with the Council.

RECOMMENDATION

- 2.1 To consider and adopt Terms of Reference for a review of Customer Experience.

REASONS FOR RECOMMENDATION

- 3.1 Setting terms of reference enables the board to identify issues it wishes to cover and focus its activities on achieving its aims and objectives.

SUPPORTING INFORMATION

Terms of Reference

- 4.1 In the current climate of austerity local authorities cannot give customers everything they ask for. However, this should not prevent the Council from conducting its business and responding to customers professionally. At the last meeting the board agreed to conduct a review of Customer Experience. Conducting a review of customers' experiences should provide valuable information and enable the board to assess on how the council deals with its customers. The review should help identify existing strengths as well as areas for improvements which can be built upon.

- 4.2 In order to get a better understanding of why and how customers contact the Council, a group of members from this board met with the Head of Customer Services and the Derby Direct Manager and also conducted a brief tour of the customer service centre. This enabled them to identify key issues for inclusion in the review and develop draft terms of reference. Based on these discussions members seek to evaluate the systems for customer contact with Council.
- 4.3 It is proposed the review will look at:
- The Council's Customer Management and Channel Shift strategies to understand the context of the Council's current approach
 - Channel shift – what has been achieved so far and what future developments are planned
 - Customer contacts to the Council's corporate contact centre, Derby Direct, which manages contacts for 48 Council services. This will include reviewing the customer experience of contacting Derby Direct, including the length of time customers wait before being dealt with on the phone and face to face.
 - Management of the Council House reception area
 - Management of the website and public experience of accessing services on line
 - Customer perception/experience of contact with Council
 - Assessment of access to services for people for whom English is not their first language
 - Facilities available in the Council House for people with disabilities
 - Partners who deliver services from the Council House
- 4.4 It is proposed to conduct the review between October and the end of December 2013. Evidence to this review is to be sought from:
- The Director of Customer Management
 - Head of Communications and Direct Services Manager (ICT) on council web management
 - Equality and Diversity Lead on provision of facilities for disabled people
 - Service users on their experience of contact with Council.
 - Survey of customers who have been in contact with the Council. This could include responses to face to face interviews as well as a completing a survey.
- 4.5 Members are asked to consider and agree a Terms of Reference for this Review.

OTHER OPTIONS CONSIDERED

5.1 None

This report has been approved by the following officers:

Legal officer	N/A
Financial officer	
Human Resources officer	N/A
Service Director(s)	Kath Gruber – Director of Customer Management
Other(s)	Philip O'Brien – Head of Democratic Services

For more information contact:	M Hussain 01332 643647 e-mail: mahroof.hussain@derby.gov.uk
Background papers:	None
List of appendices:	Appendix 1 – Implications

IMPLICATIONS

Financial and Value for Money

- 1.1 None arising from this report.

Legal

- 2.1 Article 6.3 of the Council Constitution enables scrutiny boards to assist the Council and the Council Cabinet in the development of its budget and policy framework by in-depth analysis of policy issues.

Personnel

- 3.1 None arising from this report.

Equalities Impact

- 4.1 None arising from this report.

Health and Safety

- 5.1 None arising from this report.

Environmental Sustainability

- 6.1 None arising from this report

Asset Management

- 7.1 None arising from this report.

Risk Management

- 8.1 None arising from this report.

Corporate objectives and priorities for change

- 9.1 Council Plan 2011 to 2014 objectives relevant to this board are that all people in Derby will enjoy...
- A thriving sustainable economy

- A skilled and motivated workforce