



Derby City Council

## RESOURCES AND GOVERNANCE BOARD 7 APRIL 2014

### Report of the Chair of the Resources and Governance Board

## Review of Customer Experience

### SUMMARY

- 1.1 The Board conducted a detailed review of customer experience which is largely based around the Customer Management Division in the Resources Directorate and looks at the various channels of communication.
- 1.2 The Board received evidence from a range of people which included senior managers, frontline staff and members of the public. The Board makes a number of recommendations which will not only aim to improve customer experience but could also save money for the council.
- 1.3 The Board recommends that:
  - There is greater integration of the website with the e-services programme and a definitive timetable is established to complete the e-services programme
  - The website and e-services are located within the same Directorate as the website is considered to be crucial to delivering an effective e-services programme
  - Service departments are compelled to work with the e-services team and identify services for inclusion in the e-services programme
  - The Council Cabinet invests resources to further develop the website and keep it up to date
  - Aesthetics of corporate minimalism should be relaxed to permit more signs to direct people, especially to the payment machines and appointment/check-in machines in the main reception area
  - The post box be signed and situated in a visible place, with the necessary security features added
  - The appointment screen that is currently obscured by a pillar should be moved and made more prominent
  - Appointments system be reviewed and enable customers to make an appointment by phone or on the website, to save them making at least two visits to the Council House
  - A 'drop-in' booth allocated where people can choose to sit and wait in turn to be seen in person by someone, rather than make an appointment
  - No telephone answering system should give customers a series of options which ultimately directs them to using the website. Queries should either be answered on the phone, or the first response on the telephone should state that customers must use the website (or visit in person the Council House,

- where appropriate)
- There is better communication between customer services advisors and departments such as Streetpride and that notes are completed and put on the LAGAN quickly, within 48 hours.

## RECOMMENDATION

- 2.1 To consider and agree the report and recommendations for submission to the Council Cabinet.

## REASONS FOR RECOMMENDATION

- 3.1 Overview and scrutiny boards may conduct topic reviews on items that fall within their respective portfolios and submit reports with recommendations to improve services where appropriate.

## SUPPORTING INFORMATION

- 4.1 A detailed report of the Resources and Governance Board is attached in appendix 2.

## OTHER OPTIONS CONSIDERED

- 5.1 None.

**This report has been approved by the following officers:**

|                                                                                                                              |                                                                                                                                                                                                                                        |
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| <b>Legal officer</b><br><b>Financial officer</b><br><b>Human Resources officer</b><br><b>Service Director(s)</b><br>Other(s) | Janie Berry- Director of Legal and Democratic Services<br>Martyn Marples – Director of Finance and Procurement<br><br>Gordon Stirling – Director of Strategic Services and Transformation<br>Bernard Fenton - Head of Customer Service |
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| <b>For more information contact:</b><br><b>Background papers:</b><br><br><b>List of appendices:</b> | Name Mahroof Hussain 01332 643647 e-mail mahroof.hussain@derby.gov.uk<br><br>Review of Customer Experience<br>Notes of review meetings<br><br>Appendix 1 Implications<br>Appendix 2 Review of Customer Experience Draft Report |
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| <b>IMPLICATIONS</b> |
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**Financial and Value for Money**

- 1.1 There could be as yet unquantifiable financial cost of implementing the recommendations. These would need to be considered on a case by case basis prior to implementation.

**Legal**

- 2.1 Article 6.3 of the Council Constitution allows overview and 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.
- 2.2 In accordance with the Council's Constitution and the Local Government and Housing Act 1989, the Head of Paid Service (Chief Executive) is responsible for the management and operational delivery of the Council's functions and services.

**Personnel**

- 3.1 None arising directly from this report.

**Equalities Impact**

- 4.1 Evidence on equalities issues was received from the Equalities and Diversity Lead.

**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 directly from this report.

**Corporate objectives and priorities for change**

- 9.1 The review process contributes to corporate priorities:
- enabling stronger communities and
  - providing good quality services that meet local needs