

## CUSTOMER REDESIGN

### Improvement and Innovation Advisory Committee - 27 June 2019

Report of	Jim Carrington-West - Chief Officer Corporate Services
Status	For Information
Key Decision	No
Portfolio Holder	Cllr. Peter Fleming
Contact Officer	Amy Wilton, Ext. 7280

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**Recommendation to Improvement and Innovation Advisory Committee:** That the report be noted.

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**Reason for recommendation:** This report is for information only.

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#### Introduction and Background

- 1 A project is underway to re-design the approach we take to delivering Council services.
- 2 We are doing this now to ensure the Council is prepared for what it assesses to be the future of local government. Demand for Council services is growing, customers want to interact with services in the way that best suits them and they have ever increasing expectations. We believe this will lead us to need to do more with the resources we have. To achieve this we want to do things more effectively, more efficiently and through better use of data, IT and other technology in order to create more capacity to enable us to meet current and future challenges.
- 3 The growth and development of our staff remains important to us. We will provide more opportunity for career growth, linked to a career grade pay structure.
- 4 Through this project we will:
  - Resolve a greater proportion of all customer contact at the first point of contact.
  - Reduce the levels of avoidable contact from customers.
  - Increase the number of customers using self-service options.
  - Sustain or improve performance of services.

- Sustain or improve levels of customer satisfaction.
  - Create an improved career structure for customer facing staff.
- 5 To date, the Planning service and Housing Advice service have been reviewed through Customer Redesign.
- 6 The Corporate Customer Services and Delivery Manager will give a presentation to explain the project in more detail.

## **Key Implications**

### Financial

There are no financial implications to this report.

### Legal Implications and Risk Assessment Statement.

There are no legal or risk implications related to this report.

### Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

## **Conclusions**

This report is for information only and Members are requested to note the report.

**Appendices** None

**Background Papers** None

**Jim Carrington-West**

**Chief Officer Corporate Services**