

## CUSTOMER REDESIGN

Improvement & Innovation Advisory Committee - 26 November 2020

**Report of:** Deputy Chief Executive & Chief Officer Customer & Resources

**Status:** For Consideration

**Key Decision:** No

**Portfolio Holder:** Cllr. Peter Fleming

**Contact Officers:** Amy Wilton, Ext. 7280

**Recommendation to Improvement & Innovation Advisory Committee:**

The update on the Customer Redesign project is noted.

**Reason for recommendation:** To ensure Members of the Committee are up to date on progress and future plans for the customer redesign project.

### Introduction and Background

- 1 The Council's Customer Redesign project was designed and implemented to prepare 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.
- 2 What we have seen and learnt through the way in which customers have interacted with the Council during Covid-19 shows, that whilst there remains an essential need to provide a reception and face to face service for customers, increasingly customers favour or are increasingly comfortable in accessing services on line, by telephone or by video calling.
- 3 The aims of the customer redesign project have always been set out as:
  - Resolving a greater proportion of all customer contact at the first point of contact
  - Reducing the levels of avoidable contact from customers
  - Increasing the number of customers using self-service options
  - Sustaining or improving performance of services and levels of customer satisfaction; and

- Create an improved career structure for customer facing staff.
- 4 Our experiences through the pandemic, including a large and successful shift to more flexible working and use of technology whilst still ensuring customers receive the level of service they would expect will help to inform the next steps in the redesign of our council services.
  - 5 At the meeting of the Advisory Committee the Corporate Customer Services and Delivery Manager will give a presentation to Members to explain the project in more detail and set the immediate plans for the future for Members consideration.

#### **Other options Considered and/or rejected**

- 6 None

#### **Key Implications**

##### Financial

There are no financial implications arising from 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**

The report, and presentation to be given to the Advisory Committee, updates Members on the Council's customer redesign project and its raises its future direction for discussion.

#### **Appendices**

None.

#### **Background Papers**

None.

**Jim Carrington-West**

**Deputy Chief Executive and Chief Officer Customer & Resources**