

# Customer Services - 2013 to17

**Vision** 'An organisation that provides consistent, high quality customer services which adds value to the customer and to the Council'

## Innovation

We will continue to make the best use of new technology to meet customer expectations and deliver value for money

## Transformation

We will redesign our services to simplify, standardise and automate procedures as far as possible

## Invest in staff

We will ensure our staff have the training and knowledge to support customers and to resolve queries at the point of contact wherever possible

## Collaborate

We will work with our partners to make public services easier to access, simpler and more efficient

## Improvement

We will learn from customer feedback, both positive and negative, and use this to improve services

## Why?

- To ensure customers receive services from the Council when they need them, to the quality they expect and to the agreed timescale.
- To ensure the Council adapts to changing and increasing customer expectations
- To ensure the Council provides services which are efficient, well managed and provide value for money for the citizens of Wrexham
- A priority across Welsh Government plans and policies, and in the Council Plan

## Where are we now?

Only 51% of people in Wrexham feel the Authority provides high quality services (National Survey for Wales 2012/13)

99% of customers feel that it is easy to access Council services (Wrexham customer satisfaction survey 2013/14)

"by actually doing what you promise to do" (Wrexham survey respondent 2013)

"it was really very good and the people were very helpful" (Contact Wrexham respondent 2013)

## What will we do?

We will make it easy for customers to contact the council, simplify the way we deliver services, ensure our staff are trained and knowledgeable and make best use of technology. We will learn from customer feedback and use this information to improve our services. To do this we will:

- Create a 24 hour Council by providing quality on line services and making best use of social media
- Transform our services to make them streamlined and simple for customers to access and for the Council to deliver.
- Embed a culture of good practice across the Authority where staff and customers are clear about the standards of service they can expect to deliver and to receive.
- Work with partner organisations to deliver co-ordinated services across the public sector
- Improve analysis, interpretation and sharing of information to improve services
- Collaborate with partners across Wrexham and North Wales

## What will success look like?

- An increase in the percentage of local people responding to the National Survey for Wales who feel that the Council delivers services of a high quality

10%

# Customer Services

## Strategy for 2013 - 2017

### Our Vision

*'An organisation that provides consistent, high quality customer services which adds value to the customer and to the Council.'*

### Our Strategy

The standard of service a customer receives when they contact the Council will influence their entire view of the Council and potentially of the location the Council serves. Customer expectations are continually rising at a time when Councils are striving for efficiencies. Technology in support of customer services is also advancing rapidly. The Customer Services strategy sets out how we aim to meet these challenges and support the delivery of the Authority's aims and objectives up to 2017 and beyond.

### Our Activities

Providing quality customer services requires a range of factors. We will make it easy for customers to contact the Council, simplify the way we deliver our services, ensure our staff are trained and knowledgeable and make best of technology. We will learn from customer feedback and use this information to continually improve our services.



### Why?

- To ensure customers receive services from the Council when they need them, to the quality they expect and to the agreed timescale.
- To ensure the Council adapts to changing and increasing customer expectations
- To ensure the Council provides services which are efficient, well managed and provide value for money for the citizens of Wrexham

**Welsh Government** - The Welsh Government's principles for customer services are set out in "Building better customer services – a framework for improvement." (2007) and underpin the Public Sector Reform agenda, Digital Wales agenda and other key Welsh Government policies<sup>1</sup>.

**Our Wrexham Plan** - The Wrexham Local Service Board Single Integrated Plan sets out a commitment to 'work together to make our services the best they can be' and "make it easy for you to use our services".

**Our Council Plan** - The 'engaged and satisfied customers' outcome of our Council Plan (O1) sets out a range of actions which will enable customers to "value the work that we do and tell us they have seen a significant improvement in the services they receive and how they receive them."

## What will we do?

- Create a 24 hour Council, making the best use of technology, providing quality on line services and maximising the benefits of social media
- Transform our services to make them streamlined and simple for customers to access and for the Council to deliver.
- Embed a culture of good practice across the Authority where staff and customers are clear about the standards of service they can expect to deliver and to receive.
- Work with partner organisations to deliver co-ordinated services across the public sector
- Improve analysis, interpretation and sharing of information to improve services
- Collaborate with partners across Wrexham and North Wales

The delivery plan supporting this strategy sets out how we will achieve this.

## National Principles

Our Improvement will also be guided by national principles for customer services:-

- Information, advice and services should be easy for the customer to find
- Customers should be offered services that take into account their needs, circumstances and any barriers they might face
- A high percentage of enquiries and requests should be resolved and actioned at the first point of contact
- When mistakes happen, they should be acknowledged, an apology and explanation provided and should be put right quickly and effectively.
- Feedback and customer information should be used to improve service delivery and performance
- Digital technology should be used to deliver better, faster and more efficient services
- Services should be co-ordinated across partner organisations and the public sector

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<sup>1</sup> Making the Connections: Building better Customer Service (2006), Developing a Digital Wales (2010), Strategic Equality Plan (2012), Consultation on standards relating to the Welsh language(2014), Public Service complaints Policy (2011) Making things better: a review of social services complaints, Principles of good administration (PSOW)


## What will success look like?

Key measures of success will be an increase in the percentage of customers who are satisfied with the services received from the Council and who feel that these services are of a high quality. A related measure will be the percentage of customers who feel that it is easy to access services provided by the Council. As a key element of this strategy is the delivery of quality on line services, success will also be reflected in an increase in the numbers of customers using the website to receive council services.

Further measures are set out within the delivery plan for this strategy.

## Our Performance


- The 2012/13 National Survey for Wales found that 51% of respondents in Wrexham said that their local authority provided high quality services. The Wales average was 57%
- Internal customer surveys show that 69% of customers are satisfied with the service they receive from the Council
- The Wales Audit Office Annual Improvement Report 2013 recommends that 'the Council should assess if the public finds it easy to access council services, and take action to improve accessibility to services where needed.'




51 % of people in Wrexham feel that the Authority provides high quality services



99% of customers feel that it is easy to access Council services



*How can we improve:  
"By actually doing what you promise to do"*



69% of customers are satisfied with the service they have received from Wrexham Council

<sup>6</sup>Respondent feedback from a local customer satisfaction survey 2013

## Our Progress in 2013/14

- The majority of customer contact has been brought together under a single customer service structure
- Contact Wrexham, the Council's face to face service, has been extended to support the digital agenda by providing greater access to the internet
- The services provided by Contact Wrexham have been expanded to include Housing and Homeless services.
- The Corporate Contact Centre, providing telephone and e mail services, has been expanded and now incorporates the majority of Council services
- We have invested in a significant upgrade of the technology used by Customer Services staff to enable them to provide further support to customers.
- We have introduced an innovative "virtual reception" at our Lambpit Street building
- We have secured funding for a significant upgrade of our on line services
- The Council has embraced social media generating an ever increasing number of "likes" and "followers" on Facebook and Twitter
- A revised complaints procedure has been launched improving the quality and independence of investigations
- A robust customer satisfaction survey has been rolled out across all channels and services
- Customer feedback continues to be used to make improvements to services such as bank holiday bin collections
- We continue to work towards our strategic equality objectives and in particular to "Reduce inequalities in access to information, services, buildings and the environment.



twitter



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RSS

## Our Priorities for 2014/15

- Implement a significant upgrade to our on line services providing full access to council services 24/7
- Promote the availability of on line services and actively encourage customers to use these wherever possible
- Implement an element of automation to our switchboard service providing quick and easy access to Council Officers and services
- Consider the implications of the consultation on standards relating to the Welsh language and deliver these wherever possible
- Work with colleagues to support the development of a mechanism to coordinate, share, analyse and evaluate customer feedback and data and use this to improve services.
- Support the development of 'You Said - We Did' style feedback to inform customers of service improvements delivered.
- Review the training and development opportunities provided to all staff in relation to customer services
- Review our face to face services to focus on areas where it adds the greatest value to customers and to the Council
- Gather data in support of the Armed Forces Community Covenant
- Conduct a systematic review of services, policies and procedures using LEAN principles



You said ...  
We did ....

## Monitoring Progress

Progress will be monitored by the Lead Strategic and Performance Director and Lead Member on a quarterly basis and reported against the 'engaged and satisfied customers' outcome of our Council Plan (O1).