

Customer Services Strategy

Summary:	Adoption of updated Customer Services Strategy
Options considered:	An approved strategy is required.
Conclusions:	The Customer Services Strategy provides a sound base for the definition and improvement of standards and performance and should be approved for adoption.
Recommendations:	Cabinet are requested to approve the Customer Standards Strategy for adoption.
Reasons for Recommendations:	This will allow the further definition and development of the Digital Customer Service Improvement programme.

Cabinet Member(s): Cllr. Lucy Shires	Ward(s) affected: All
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1. Introduction

- 1.1 As a key element of the Council's Corporate Plan the requirement for an update to the previous Customer Services Strategy was identified.
- 1.2 This has been developed by a number of key stakeholders and has been the subject of consultation with various Member and management groups.

2. Main body of report

- 2.1 Building on the previous Customer services Strategy a new strategy has been produced that will form the basis of the Digital Customer Services Improvement programme which is a key part of the Council's corporate plan
- 2.2 Extensive web based research and engagement with a number of stakeholders has been undertaken to inform the content of the Strategy
- 2.3 Because of the importance of the strategy meeting the needs of all Customers and Users of Council provided services expert external advice to compile the Equality Impact Assessment(EqIA) which forms a key part of the Strategy.

3. Corporate Plan Objectives

3.1 This strategy underpins and supports the Digital Customer Service Improvement Programme which is one of the key themes of the Council's Corporate plan

3.2 It also influences many of the other programmes and plans contained within the Corporate Plan.

4. Medium Term Financial Strategy

4.1 This strategy does not directly impact the Medium Term Financial Strategy

5. Financial and Resource Implications

5.1 There are no significant direct financial or resource implications arising from the strategy. However, there may be requirements to deliver the Digital Customer Service improvement programme as the improvement projects within this are defined.

5.2 Where there are such resource implications these will be captured within the business case for each initiative and submitted for approval through the normal project and budget approvals process.

6. Legal Implications

6.1 The Equality Impact Assessment has been identified as being of extreme important to this strategy. Consequently, external expertise in this area has been utilised to ensure compliance with applicable legislation.

7. Risks

7.1 Without a defined strategy the development of a coherent and sustainable Digital Customer Service Improvement programme will be more difficult.

7.2 This in turn increases the risk of not achieving the highest standard and most efficient customer service provision.

8. Sustainability

8.1 There are no significant sustainability issues arising from this strategy

9. Climate / Carbon impact

9.1 The strategy highlights the priority of extending the availability and accessibility of the Council's online service offerings as an addition to existing service access methods not instead of them.

- 9.2 Increasing uptake of digital services by making them accessible and easy to use will contribute to a reduction in the overall carbon footprint of the delivery of the Council's services.

10. Equality and Diversity

- 10.1 Recognising the importance of making access to the Council's services as inclusive and wide ranging as possible, third party expertise has been engaged and their contribution is included as an appendix to the strategy

11. Section 17 Crime and Disorder considerations

- 11.1 There are no significant section 17 Crime and Disorder considerations arising from the strategy.

12. Conclusion and Recommendations

- 12.1 The Proposed strategy delivers a sound basis for developing and improving Customer Service across all of the Council's services.
- 12.2 It is consistent with and supportive of the objectives and outcomes defined in the Corporate Plan
- 12.3 Cabinet are requested to approve the adoption of the Strategy by the Council