



NORTH HERTFORDSHIRE DISTRICT COUNCIL

Appendix D

Customer Service Strategy – Supporting Action Plan

Aspiration	Actions	Timescales
1.1.1 We have an in-depth understanding of the characteristics of our current and potential Customer groups based on recent and reliable information.	Seek to share HCC area profiles for North Herts wards Ascertain what is available and from whom Will it be of use to us How can it be used Review next steps	 By November 2009 By November 2009 By November 2009 By January 2010
1.3.1 We use reliable and accurate methods to measure customer satisfaction on a regular basis	Review benefits of GovMetric and provide recommendations as to future use within NHDC Annual 3Cs Satisfaction Survey	By December 2009 By November 2009

	– agree new methodology and process (cross reference with Action 4.3.6)	
<p>2.1.1</p> <p>There is corporate commitment to putting the Customer at the heart of service delivery and leaders in our organisation actively support this and advocate for customers</p>	<p>Launch revised Customer Service Strategy to include supporting comments from NHDC Leader</p> <p>Onward cascade to all of NHDC staff and key partners</p> <p>Refresh publicity material re 'Putting People First' standards and arrange internal and external publicity programme</p>	<p>Commence August 2009</p> <p>By December 2009</p> <p>By December 2009</p>
<p>2.1.2</p> <p>We use Customer Insight to inform policy and strategy and to prioritise service improvement activity</p>	<p>Work with Communications Team to ensure links to this are considered when publicising new services or changes in service to customers and staff - a 'You said - we did' type of approach</p> <p>(Cross Reference with Action 3.2.3)</p> <p>Make better use of Customer Insight information/tools that are currently available to us</p>	<p>Bi-monthly meetings between CSM and Head of Communications to take effect from September 2009</p> <p>January 2010</p>

	(Cross Reference with Action 1.1.1)	
<p>2.1.6 We empower and encourage all employees to actively promote and participate in the customer focused culture of our organisation.</p>	<p>Consider practicalities of having a Customer Service Champion in each of the service areas - what would this role look like.</p> <p>Publicise examples of good service across NHDC - praise the staff involved</p>	<p>Scope and recommendations to HoS Group by March 2010</p> <p>CSM via monthly intranet updates – commence September 2009</p>
<p>3.2.2 We take reasonable steps to make sure our Customers have received and understood the information we provide.</p>	<p>Consider creating an internal customer group to act as the external customer and provide feedback to service areas on key letters or communications being issued (in addition to Communications Manager)</p> <p>Investigate current process</p> <p>Recommendations to HoS</p>	<p>October 2009</p> <p>November 2009</p>
<p>3.2.3 We have improved the range, content and quality of verbal, published and web based information we provide to ensure it is relevant and meets the needs of Customers.</p>	<p>Increased publicity re changes made as a result of customer feedback - to show customers the benefit of them taking the time to give the feedback (Cross Reference with Action</p>	<p>With effect from September 2009</p>

	2.1.2)	
<p>3.4.1 We have made arrangements with other providers and partners to offer and supply co-ordinated services, and these arrangements have demonstrable benefits for our Customers.</p>	<p>Continue to explore other ways in which partnership working can improve i.e via Hertfordshire Pathfinder</p>	<p>Ongoing via monthly Pathfinder Meetings, Contact Council and EERA Customer Service Group</p>
<p>4.1.2 We monitor and meet our customer service standards, key departmental and customer service performance targets, and we tell our customers about our performance in relation to customer service</p>	<p>Need to map all current customer service related performance information captured by service areas – understand what the targets are</p> <p>Agree what the important areas are that customers need to know about</p> <p>Agree how to collate these/ who will collate these</p> <p>Agree on a publication schedule – what will be published, by whom and where</p>	<p>Complete by March2010</p>
<p>4.3.1 We identify any dips in performance against our standards and explain these to Customers, together with action we are taking to put things right and prevent further recurrence.</p>	<p>Forms part of the improved publicity relating to performance - as we start to report it then we would provide comment as to what went well and why and what did not go well and why, with supporting</p>	<p>From April 2010 onwards</p>

	actions for improvement as appropriate. On the whole this happens internally it is the publicity that requires work	
4.3.6 We ensure that the outcome of the complaint process for Customers (whose complaint is upheld) is satisfactory for them.	Improved follow up - review current follow up survey and consider effectiveness - create a new survey process Consideration to be given to follow up calls made by CSC once complaints are closed to ensure customer happy with response – whether complaint is upheld or not (cross reference with Action 1.3.1)	By November 2009
5.2.2 We identify individual customer needs at the first point of contact with us and ensure that an appropriate person who can address the reason for contact deals with the customer.	Create action plan following NI14 data capture - allows us to focus on priority areas where contact is seen as avoidable -	Action plan for 08/09 results to be produced by September 2009
5.2.3 We promptly share Customer information with colleagues and partners within our organisation whenever appropriate and can demonstrate how this has reduced unnecessary contact for customers.	Identify auto processes where information is not fully captured at initial point of contact and quantify the problems this causes us Agree next steps	By April 2010 April 2010
5.3.3 Our performance in relation to timeliness and quality of service compares well with that of similar organisations.	Collate all current information held	By January 2010

	Decide on what key measures are	By January 2010
	Identify who to benchmark against	By January 2010
	Identify areas for improvement	By March 2010