

DISTRICT WIDE SURVEY 2006 ACTION PLAN

Problem	Solution	Target	Lead Officer	Target Date	Progress	Cost
<p>Customer Care – Customer contact with the Council</p> <ul style="list-style-type: none"> • In terms of contact with the council, fewer residents compared with 2004 feel staff are friendly, helpful and efficient • In terms of staff <u>friendliness</u>, 75% of respondents found staff friendly, which is 15% less than in 2004 • In terms of staff <u>helpfulness</u>, 78% of respondents found staff helpful, which is 8% less than in 2004. • In terms of the <u>efficiency</u> of staff, 60% of respondents found staff efficient, which is 15% less than in 2004 • Dissatisfaction increased by 16%, 9% and 16% respectively in terms of staff friendliness, helpfulness and efficiency. 	<p>A) Learning & Development</p> <p>Build on the success of current 3C's training to become a full Customer Service @ North Herts course. Essential training course is already available. Establish one course for managers and staff to improve attendance and ability to run more frequently.</p> <p>Ensure all Customer Care courses promoted via Customer Services Intranet, Induction and new essential course</p>	<p>Training in place as essential course.</p> <p>Measure customer satisfaction in terms of helpfulness, friendliness and efficiency. After 1 year to increase all scores by 5%. 2nd year target to increase scores by 10%</p>	<p>Customer Service Manager</p>	<p>April 2007</p> <p>June 2007</p> <p>June 2008</p>	<p>Discussions held with Learning & Development and Training Provider.</p> <p>Essential training course to be piloted with Customer Service Team first before launch</p>	<p>No additional costs, existing essential course revised and within budget</p> <p>Annual tracker survey for customer satisfaction in terms of staff helpfulness, friendliness and efficiency to be carried out in-house using SNAP Software. No cost implications</p>

<p>Customer Care – Customer contact with the Council</p>	<p>B) Customer Consultation</p> <p>To undertake focus groups to discuss friendliness, efficiency and helpfulness and possible issues/solutions that will make a difference</p> <p>To develop actions and test these via wider customer survey including customer care standards. Sample for the customer survey to come from new Consultation database established as part of the District Wide Survey 2006 process.</p> <p>To undertake staff focus groups to present findings, proposed standards and action plans</p> <p>To include measures of friendliness, efficiency and helpfulness in the 6 monthly 3C's customer survey</p> <p>To develop customer satisfaction survey with Consultation Officer for face to face, telephone and e-mail surveys of customers. Survey to include questions around friendliness, efficiency and helpfulness.</p>		<p>Customer Service Manager</p>	<p>December 2006/Jan 2007</p> <p>April 2007</p> <p>May/June 2007</p> <p>December 2007</p> <p>Jan/Feb 2007 first survey then Sept/Oct 2007. Repeated in 2008</p>	<p>Action plan agreed with Consultation Officer</p>	<p>No additional costs. Focus group costs of £1000 met from existing budgets. All other surveys conducted in-house using SNAP Software. These exercises will be carried out by Council Staff including the Consultation Officer</p>
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<p>Level of agreement that NHDC provides residents with good value for money</p> <ul style="list-style-type: none"> In 2006, 52% of respondents agreed with this statement compared with 69% in 2004. This equates to a 17% decrease in level of agreement 	<p>Increased publicity within Outlook magazine and via the local press detailing how taxpayers money is spent at the council. This value for money message to be sent out in the March Council Tax mailing.</p> <p>Increased awareness within appropriate media (Press releases, Outlook)detailing the services provided by NHDC and those provided by HCC and other partners</p>	<p>10% increase in level of agreement with value for money statement by 2008 District Wide Survey</p>	<p>Head of Communications</p>	<p>Spring 2007 Outlook</p>		<p>No additional costs as met through existing budgets</p>
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