

# Customer Experience Strategy

## Q1 Highlights

- Launched our 'Customer Care Service Standards (CCSS)' and the accompanying 'Staff Guide to Delivering Great Customer Experiences' in July 2023. The CCSS is a comprehensive public facing document which clearly sets out how we will support and serve our customers when they contact us, access our services and importantly, reinforces our commitment to providing excellent services
- Our range of online services continue to develop, making it simpler and easier for our customers to contact us and use our services. Current priorities include Immigration Inspections and HMO processes.
- Promotion of our online services, including bin collections, garden waste sign-up and council tax payments.
- Developed proposals for the implementation of 'Screen Sharing' and 'Proactive Alerts', features that will benefit our customers.
- Drafted our 2022/23 annual complaints report, allowing us to identify where improvements are needed.
- Tested automated customer telephone surveys, meaning all customers who call via a mobile phone will get offered the chance to leave feedback -unless they opt out, providing us with more balanced feedback.

## Q2 Priorities

- Introduce automated customer telephone surveys
- Develop additional proposals to support customers impacted by digital isolation.
- Subject to a clear business case, introduce Proactive Alerts and Screen Mirroring
- Finalise the Annual Complaints Report.
- Progress development of our digital processes.



Almost 11,000 online forms submitted

20% reduction in the number of complaints received from the previous year



529, 031 visits to the council website

1,225 visits to the Customer Service Centre



# 96

% of all telephone calls answered

