

Three Rivers District Council

Customer Experience Strategy 2023-2026 Committee Report

12 June 2023

POLICY AND RESOURCES COMMITTEE – 12 JUNE 2023

PART I – NOT DELEGATED

6. CUSTOMER EXPERIENCE STRATEGY 2023-2026 (EHoS)

1. Summary

- 1.1 A new Customer Experience Strategy has been developed to continue to drive forward the council's customer experience agenda for the next three years 2023-2026.

2. Details

- 2.1 The new Customer Experience Strategy 2023-2026 is designed to support the council's Corporate Framework 2023-2026 and run along the same time period.

- 2.2 The new Customer Experience Strategy 2023-2026 expands and builds on the work of the current Customer Experience Strategy 2020-2023 by continuing to focus on digital customer interaction and the development of first point resolution.

- 2.3 The proposed Customer Experience Strategy 2023-26 includes:

- 2.3.1 A customer experience vision:

To provide an excellent customer experience for our customers, first time, every time.

- 2.3.2 Five customer experience values to guide the approach:

- To treat all customers as individuals and be assessable for all
- To be respectful and polite
- To take responsibility for our services
- To be open and honest with our customers about what we can and cannot do
- To listen to feedback and learn from our mistakes

- 2.3.3 Five customer experience objectives to deliver against:

- Customers will have a choice in how they contact us
- Customers will be encouraged to use online services and we will promote the advantages it offers
- Information will be clear and easy to understand, helping customers' enquiries to be answered fully the first time where possible
- We will be proactive in dealing with customers' enquiries working together across departments to resolve issues
- We will use resources efficiently to provide value for money for residents and use data to inform decisions

3. Options and Reasons for Recommendations

- 3.1 To agree the proposed Customer Experience Strategy 2023-2026 and recommend to Full Council for adoption. This will provide a clear and consistent

approach and direction for the council with regards to its customers and how we interact and communicate with them.

- 3.2 To not agree the proposed Customer Experience Strategy 2023-2026 or recommend adoption by Full Council and therefore for the council not to have a Customer Experience Strategy. This would risk having a disjointed and inconsistent approach to how the council interacts with customers resulting in greater variations and discrepancies between services.

4. Policy/Budget Reference and Implications

- 4.1 The recommendations in this report are not within the Council's agreed policy, as this report is recommending the approval and adoption of a new Customer Experience Strategy to cover the next three years and to replace the current Customer Experience Strategy 2020-2023.

5. Financial Implications

- 5.1 There are no direct financial implications arising from this report. It is anticipated that costs associated with the Customer Experience Strategy will be met from existing resources. Where additional investment is required a business case will be developed to make the case for funding. All requests for additional funding are evaluated against Council priorities set out in the Corporate Framework and are considered in the context of the Council's overall financial position to ensure that resources are allocated appropriately.

6. Legal Implications

- 6.1 The proposals contained in the strategy are within the Council's general powers under Part 3 of the Constitution to oversee the development and implementation of policy. It will assist the Council in discharging its function regarding the promotion of the economic, social and environmental wellbeing of the area. In addition to improving the customer experience, it will contribute to the achievement of the Council's duties under the Best Value Act 1999.

7. Equal Opportunities Implications

- 7.1 Relevance Test

Has a relevance test been completed for Equality Impact?	Yes
Did the relevance test conclude a full impact assessment was required?	No

8. Customer Services Centre Implications

- 8.1 The Customer Services Centre will be essential to the delivery of the Customer Experience Strategy, and the strategy will be used to steer the future priorities and delivery of the service.

9. Communications and Website Implications

- 9.1 Communications & Digital Services will be essential to the delivery of the Customer Experience Strategy, and the strategy will be used to steer the future priorities and delivery of the service, including future development of the website and how the council communicates with all customers both internal and external.

10. Staffing Implications, Environmental Implications, Community Safety Implications, Public Health Implications

10.1 None specific.

11. Risk and Health & Safety Implications

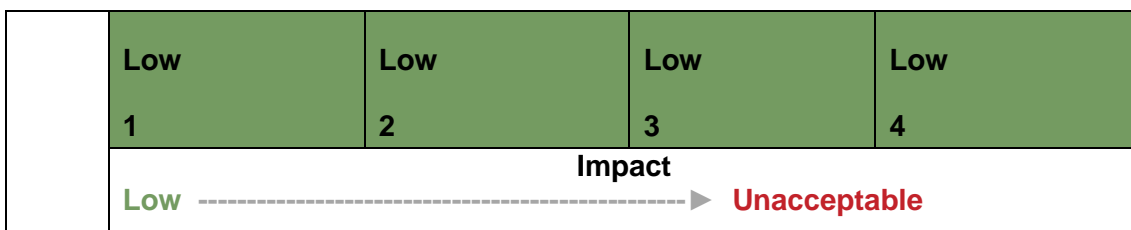
11.1 The Council has agreed its risk management strategy which can be found on the website at <http://www.threerivers.gov.uk>. In addition, the risks of the proposals in the report have also been assessed against the Council’s duties under Health and Safety legislation relating to employees, visitors and persons affected by our operations. The risk management implications of this report are detailed below.

11.2 The subject of this report is covered by the Customer Experience service plan. Any risks resulting from this report will be included in the risk register and, if necessary, managed within this plan.

Nature of Risk	Consequence	Suggested Control Measures	Response <i>(tolerate, treat, terminate, transfer)</i>	Risk Rating <i>(combination of likelihood and impact)</i>
Council does not agree the Customer Experience Strategy	There is no clear direction for the council’s approach to customers	Council to agree the strategy so there is a clear and consistent approach across services	Tolerate	6

11.3 The above risks are scored using the matrix below. The Council has determined its aversion to risk and is prepared to tolerate risks where the combination of impact and likelihood scores 6 or less.

Very Likely Likelihood 100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0%	Low 4	High 8	Very High 12	Very High 16
	Low 3	Medium 6	High 9	Very High 12
	Low 2	Low 4	Medium 6	High 8



Impact Score

- 4 (Catastrophic)
- 3 (Critical)
- 2 (Significant)
- 1 (Marginal)

Likelihood Score

- 4 (Very Likely (≥80%))
- 3 (Likely (21-79%))
- 2 (Unlikely (6-20%))
- 1 (Remote (≤5%))

12. Recommendation

12.1 That: Policy & Resources Committee approve and recommend to Full Council adoption of the Customer Experience Strategy 2023-2026.

Report prepared by: Josh Sills – Head of Customer Experience

Data Quality

Data sources:

- Website engagement statistics
- Social media engagement statistics
- Customer interaction statistics
- Customer interaction survey December 2022

Data checked by:

- Carl Harris – Digital Services Development Manager
- Mandy Baker – Customer Services Manager

Data rating:

1	Poor	
2	Sufficient	X
3	High	

Background Papers

Current Customer Experience Strategy 2020-2023

APPENDICES / ATTACHMENTS

1. Customer Experience Strategy 2023-2026

