

**POLICY REVIEW & PERFORMANCE SCRUTINY COMMITTEE - SCRUTINY INVESTIGATION
SCOPING EXERCISE SUMMARY SHEET**

PROPOSED TOPIC: Customer Leadership				
PROPOSED TYPE OF SCRUTINY INVESTIGATION: Inquiry				
Proposed Terms of Reference	<p><i>To explore opportunities for embedding customer culture and leadership across the Council by:</i></p> <ul style="list-style-type: none"> Clearly defining the challenges, such as diverse services, multiple touch points, and a large number of staff. Reviewing existing best practice internally and externally Identifying mechanisms for improvement such as customer charter, customer “champions” across the Council, and corporate customer service training. <p><i>To examine Council policy (guidelines) for supporting the digitally disadvantaged (Digital inclusivity)</i></p> <p><i>To make recommendations for improvement in Customer Leadership.</i></p>			
Task & Finish Group Recommended.	Yes	<p>The Communities, Housing and Customer Services Directorate has offered staff time to support this task, with a view to taking responsibility for implementing the review findings. Subject to consultation currently underway on Senior Management Arrangements, the Customer Services team of the Resources Directorate will continue to support the task.</p>		
Stakeholders	<p>Stakeholders Customers All Members of the Council Cabinet Members Senior Management (Chief Executive, Corporate Directors, Directors, Chief officers, Operational Managers) Employees</p>			
Number of meetings required				
Meeting 1	<p>Internal Evidence</p> <p>Setting the context – Presentation from relevant Cabinet Member / Senior officers</p> <p>Cllr Chris Weaver, Senior team representatives including Isabelle Bignall, Assistant Director Customer Services, Rachel Bishop, Customer Services OM, and Lowri Morris. Assistant Contact Centre Manager</p>			
Meetings 2 - 4/5	<p>External evidence</p> <p>Presentations by recognised customer service experts, for example:</p>			
4.SS.01c	Issue 2	Date: 08/06	Process Owner: Chief Officer Scrutiny, Change & Efficiency	Authorisation: Scrutiny OM
				Page 1 of 1

	<ul style="list-style-type: none"> • Customer Culture and behaviours expert <i>Mike Pope, Customer Service & Bespoke Leadership Training</i> • Welsh Contact Centre • Admiral • HSBC • John Lewis
Meeting 6	Sum Up Meeting – consideration of all information received during the Inquiry and agree way forward for draft report/recommendations
Meeting 7	Consideration of draft report/recommendations

<u>Proposed Reporting Arrangements</u>	
<ul style="list-style-type: none"> • Investigation to be undertaken between October and December 2017 • Report to be considered by the Scrutiny Committee – February 2018 • Report from Scrutiny to Cabinet - February 2018 	
<u>Potential Outputs/Outcomes from this investigation</u>	
To produce a report that:	
Uses the evidence gathered to make recommendations to the Cabinet for improving customer leadership across the Council.	
Includes a draft customer charter that promotes a customer centric culture internally.	

* Delete as appropriate

4.SS.01c	Issue 2	Date: 08/06	Process Owner: Chief Officer Scrutiny, Change & Efficiency	Authorisation: Scrutiny OM	Page 2 of 1
----------	---------	-------------	---	-------------------------------	-------------