
FINANCE, MODERNISATION & PERFORMANCE STATEMENT

Customer Service Week

I was very pleased to join council staff at the Customer Care engagement session, which was held in County Hall at the start of the month. C2C staff were amongst the representatives from across Customer and Digital Services that were making preparations for National Customer Service Week, which took place during the week commencing 7 October 2019.

During the week, the team held two staff engagement events at County Hall and Willcox House to launch the Council's new Customer Service agenda and to consult with staff on the suite of documents that are currently being developed to support staff in this journey. In addition, 4,000 citizens received an email request to complete a satisfaction survey to harvest options on how the Council is performing with regard to their customer experience.

Staff across the Council do fantastic work supporting residents in the delivery of our services, but we always want to improve and enhance the customer service any citizen experiences when dealing with the Council. We have developed a Customer Service Charter, we are recruiting 'customer champions' across the organisation and have developed a programme of customer service training. I look forward to continuing to engage with the Policy Review and Performance Scrutiny Committee, which has undertaken work on this topic, as we develop and deliver these plans over the months and years ahead.

C2C – Social Media

The C2C customer care journey in relation to social media continues to go from strength to strength and, in September 2019, the team directly replied to 46% of the incoming messages and comments. The rest were placed in the hands of the right service area teams to deal with the issue. To further this point, Facebook followers increased by 1.39% compared to the previous month and increased by 24.44% from September 2018.

Mobile App

Over 17,500 Citizens have downloaded the Cardiff.gov app (1,074 in September 2019) and it maintains high customer ratings in both app stores. The latest release last month has provided customers with the facility to report street cleansing issues across the city. 50% of all street cleansing issues reported in September were via digital channels.

The team has also been reviewing customer feedback and the current activities are focused on improving experience by updating the design, which will add greater flexibility when adding further services. The new version is planned for release at the end of November 2019.

Digital Planning

The Council's Digital Strategy was published last year and outlines our ambition to digitalise services. The vision for Cardiff is a Connected City which is broken into 9 strands, including Connected Citizens, Connected Education etc. Each strand has a summary which outlines key activities and future aspirations. These summaries have been published online and can be accessed through our website.

A new Data Strategy is currently in development, which will provide a structure for the best use of data within the organisation and is underpinned by 5 key components and 7 basic principles. It will also include clear actions that outline how we will achieve our vision and improve data visualisation.

Consultation

I'd like to draw members' attention to the fact that the Ask Cardiff survey is now live and is open until 24 November 2019. Ask Cardiff is our annual survey, which gives people living and working in Cardiff and those visiting the city the chance to share their experiences of public services in the city. Members are welcome to encourage residents to complete the survey or apply to be a member of the Cardiff Citizens Panel, a wide cross-section of Cardiff residents who are regularly invited to complete surveys or take part in focus groups, workshops or forums.

I am pleased to have engaged with Scrutiny Chairs and the Policy Review and Performance Scrutiny Committee on the topic of consultation and ways to not only ensure that we continue to get a good rate of participation, but also seek to get responses from a wide and diverse group of residents in order to best reflect the demographics of the city. A specific consultation on budget proposals for 2020/21 will be launched after budget announcements by the Welsh Government, which are expected to be made in late November 2019.

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Cabinet Member for Finance, Modernisation & Performance
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