



Customer + DIGITAL Champions

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Why Become a Customer and Digital Champion

Everyone provides a level of Customer Service in their role, we are looking for passionate and enthusiastic individuals who are interested in the Council's Digital agenda and how this could benefit your Service Area in the Customer Service you provide.

Can you:

- 🟡 Motivate Colleagues and Customers
- 🟡 Help others and see change as a positive way forward
- 🟡 Inspire positive change
- 🟡 Represent the Customer
- 🟡 Promote the benefits of having digital skills
- 🟡 An awareness of emerging digital services

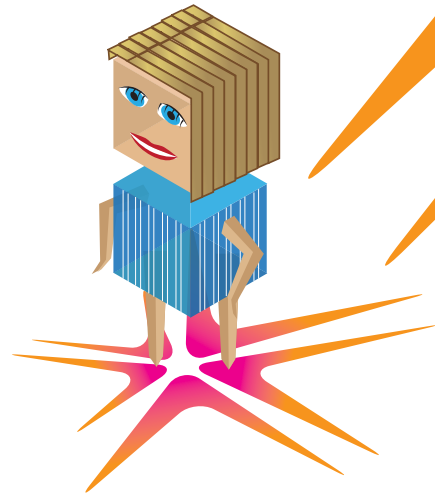


CUSTOMER SERVICE IS NO LONGER A DEPARTMENT

As Head of Customer Services, Rachel Bishop wishes to utilise the vast experience and knowledge the council has in its staff. Do you want to be part of an exciting change in moulding how we deliver services with the customers experience at the forefront, feeding in your experiences, influencing change and working towards accreditation?

CARDIFF CURRENTLY HAS A POPULATION OF 364,248, WITH THIS LOOKING TO INCREASE TO 388,172 BY 2024

As our population grows, there is increasing demand for council services. At the same time, we have less funding than ever before. We can manage this demand better at a lower cost if we improve the quality of our services, improve customer experiences by being innovative, working differently and providing services the public can access themselves through digital channels.



Role of a C&D Champion

As a C&D Champion, you will be the point of contact between your team and the Champions Network. Feeding in experiences, helping to change the ethos and develop new ways of working to improve the customer experience.

You will be invited to attend regular workshops with the Head of Customer Services and other Champions to discuss:

- 🟡 Ongoing & new customer service initiatives
- 🟡 Help galvanise colleagues across your team to unite behind a single goal
- 🟡 What works well in your area and can it be implemented elsewhere
- 🟡 How you can help implement change in your Service Areas
- 🟡 Taking forward what has worked well
- 🟡 Attend training and sign up colleagues

TOGETHER WE CAN IMPROVE THE CUSTOMER EXPERIENCE THROUGHOUT THE ORGANISATION BY GROWING THE DIGITAL NETWORK, IMPROVING THE CUSTOMER EXPERIENCE AND INSPIRE OTHERS.



Pledges

- Enrol 5 colleagues within your Service Area on the range of Customer and Digital training Courses per quarter.
- Customer and Digital experience objective PRs
- Customer and Digital agenda point in your Team meeting
- Have initiatives for your Service Area to improve the customer and digital experience
- Attend quarterly workshops and contribute to customer and digital events
- Attend available training
- Contribute to customer and digital events

Benefits

Becoming a C&D Champion will mean more than attend meetings, you will be at the forefront of change and be part of a culture shift in delivering Customer Service, not just in your area but the whole organisation, improving the experience for our citizens.

Cardiff Council are members of The Institute of Customer Service (ICS) who are independent, professional membership body for customer service with an aim to help members improve customer service and business performance. The ICS offer exciting benefits to Cardiff Council, we can utilise their 20+ years of experience across 25 difference sectors UK wide, improving our customer service throughout the authority, bench marking against other comparable businesses, attend award events and get accreditation on the customer service we deliver. More information on the ICS can be found on www.instituteofcustomerservice.com

- You will have the opportunity to learn best practises from other areas, use others experience to develop ideas that could help you and your team.
- Improved Customer & Digital Satisfaction
- Knowing the service you deliver is to a high standard and recognition

Digital training

E - Learning modules have created and are available on the Academy Portal which are mandatory for all Staff to complete covering different topic around Cyber Security.

The Academy can facilitate training in essential digital skills for:

- Microsoft Word
- Microsoft Excel
- Social Media - Beginners
- Social Media - Intermediate
- Facebook - Beginners
- Twitter - Beginners
- Social Media Bootcamp

There are also courses available or are champions where support in software / digital systems are available:

- Staff App Champions
- Interview / Shortlisting - Essential Skills
- DigiGOV Training - General
- DigiGOV Training - Managers / Reporting
- DigiGOV L&D Training
- Learning Pool - L&D Admin / Reporting



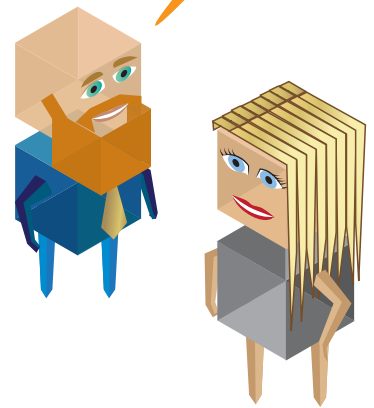
CUSTOMER SERVICE TRAINING

How to Deliver Great Customer Service

- Describe what good customer service looks like
- Describe what non-verbal communication is and how it applies to customer service
- Identify some of the reasons why challenging conversations occur
- Discuss escalations and complaints
- Explore the customer and employee charter
- Introduce customer champions

Becoming a Customer Service Professional

- To develop strong coping strategies for dealing with escalated customer scenarios
- To understand customer motivation
- To develop de-escalation skills
- To further develop our toolbox for providing exceptional customer service
- To learn some basic and simple psychology behind customer behaviours
- To understand conflict styles, both our own and our customers



Principles of customer Service Management

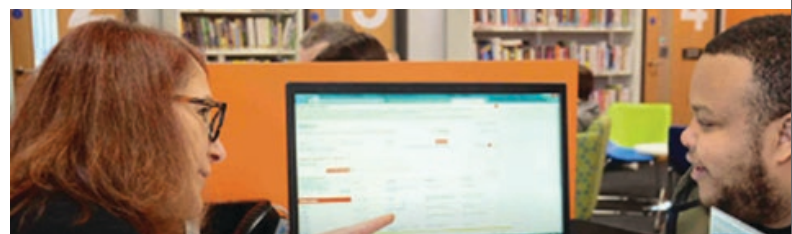
- Define service excellence and identify the key benefits to principle stakeholders in Cardiff Council
- Explain Cardiff Councils customer service vision and strategy, outlining its importance to their role as a manager
- Identify barriers to service excellence and generate potential solutions within their sphere of control
- Understand the customer service measures within their department
- Use the RATER model to identify areas of strength and improvement in service delivery
- Maximising communication with the use of the 3 Vs and the PAC model
- Define and demonstrate the abilities of an effective listener and use questioning techniques to identify needs and offer solutions
- Create a SMART action plan outlining how they can implement and achieve Excellence in customer Service in their area

Diagnostics

We will be gathering statistics on the current level of Customer Service from our citizens and staff to be able to objectively evaluate services which will feed into our strategic objectives. We will be able to compare our level of services to other public bodies and the private sector, enabling us to set relevant actions.

Future Outlook

Our goal, have a guaranteed level of Customer Service throughout the organisation for our citizens and staff. We deliver a massive range of services and we all deliver Customer Service in unique ways. Having an all-encompassing standard that we can all achieve is vital for the progression of our services.



Have your say on how we are currently delivering customer service to our citizens and visitors

