



Customer Leadership Update

November 2019



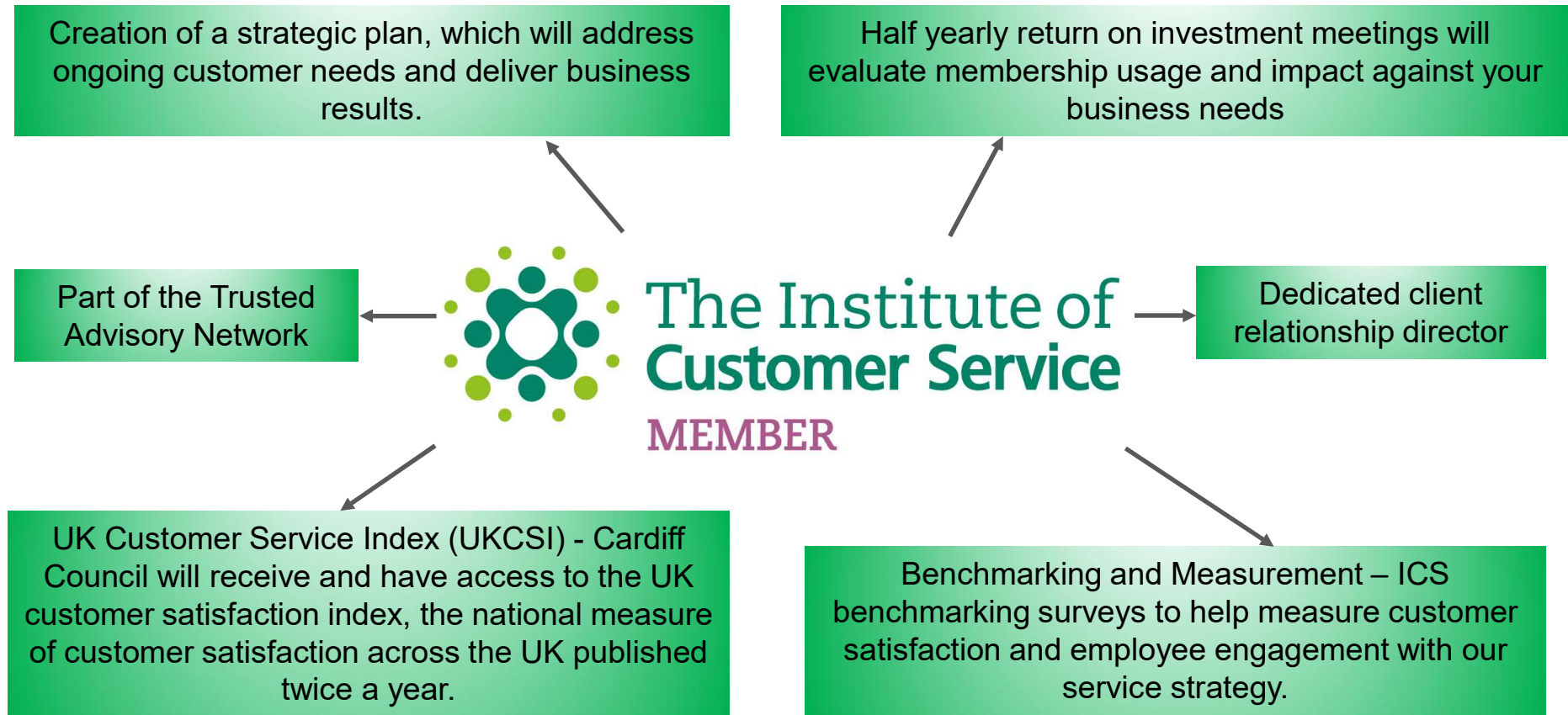
Gweithio dros Gaerdydd, gweithio gyda'n gilydd
Working for Cardiff, working together



Programme of Works

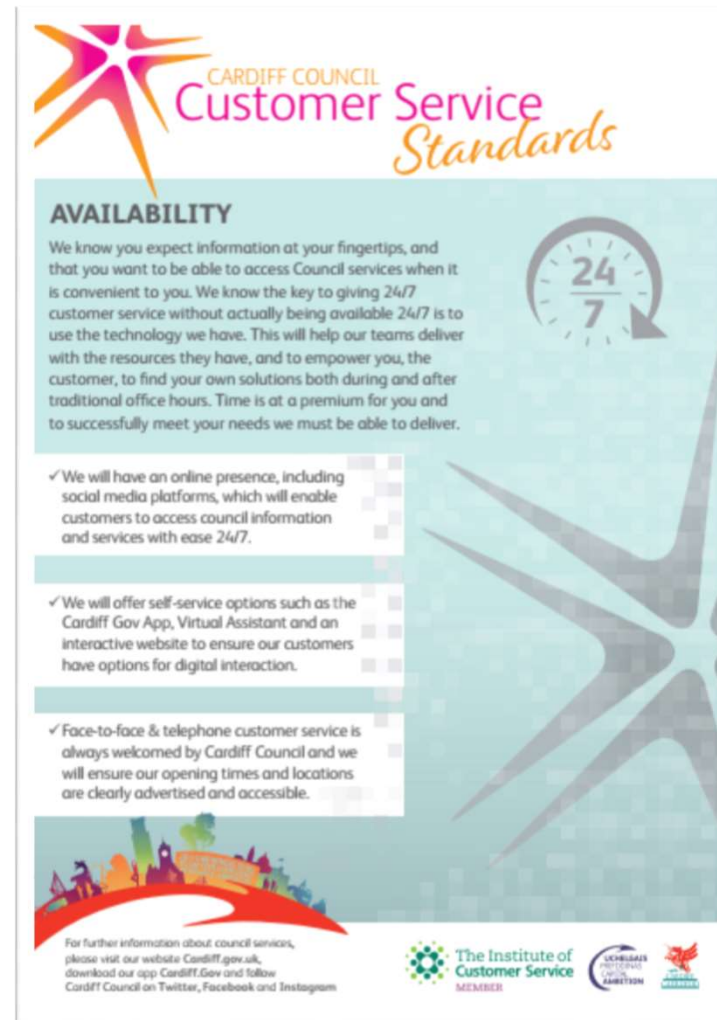
	Key Staff/ Contacts	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sept 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	
1	Customer & Leadership Delivery Team	<p>Creation of Council's suite of Strategic Documents</p> <p>Draft documents Consult (including children's forum) Draft Branding Evaluate Publish</p>																		
2	Customer & Leadership Delivery Team Cardiff Research Centre	<p>Review and update a new Customer Service Survey - CLOSED</p> <p>Research what we already have Creation of Survey Distribute survey</p> <p>Completion of ICS ServCheck surveys (internal and external)</p> <p>Staff Survey</p>																		
4	Customer & Leadership Delivery Team Philip Lenz	<p>Creation of Customer & Digital Champions</p> <p>Defining the requirements of the role Comms Campaign & branding creation Recruitment & Training Review and refresh corporate induction</p> <p>Review of HRPS processes – Recruitment, Charter, Values</p> <p>Update Team Meeting agenda Review Recruitment, including JD/PS</p>																		
4	Customer & Leadership Delivery Team Cardiff Academy	<p>Implement customer focused training for all Council staff</p> <p>Create course material LEVEL 1 TRAINING Train the Trainer LEVEL 2 TRAINING LEVEL 3 TRAINING WRITTEN TRAINING</p> <p>Senior Management Buy In /Comms strategy</p> <p>Promotion on e-learning module Draft Comms strategy Attend SMF/SMT Staff Wide Comms Strategy</p>																		
5	Customer & Leadership Delivery Team	<p>Site visits to High Profile Customer Focused Businesses</p> <p>DVLA British Gas Molson Coors Admiral Welsh Water</p>																		
6	Customer & Leadership Delivery Team	<p>Secure membership of the institute of Customer Service</p> <p>Research Create Options Paper Discuss membership</p> <p>Attend relevant seminars hosted by the ICS</p>																		
7	Customer & Leadership Delivery Team Mal Perry Nick Blake	<p>Creation of a performance monitoring framework</p> <p>Research/Meetings Creation of measures</p>																		

Progress Update



Customer Service Suite of Documents


- ✓ Customer Service Standards:
 - Responsiveness
 - Availability
 - Accuracy
 - Consistency
 - Courtesy
 - Efficiency
- ✓ Customer Charter
- ✓ Children's Charter
- Customer Service Strategy – to be finalised.



CARDIFF COUNCIL
Customer Service Standards

AVAILABILITY

We know you expect information at your fingertips, and that you want to be able to access Council services when it is convenient to you. We know the key to giving 24/7 customer service without actually being available 24/7 is to use the technology we have. This will help our teams deliver with the resources they have, and to empower you, the customer, to find your own solutions both during and after traditional office hours. Time is at a premium for you and to successfully meet your needs we must be able to deliver.




- ✓ We will have an online presence, including social media platforms, which will enable customers to access council information and services with ease 24/7.
- ✓ We will offer self-service options such as the Cardiff Gov App, Virtual Assistant and an interactive website to ensure our customers have options for digital interaction.
- ✓ Face-to-face & telephone customer service is always welcomed by Cardiff Council and we will ensure our opening times and locations are clearly advertised and accessible.

For further information about council services, please visit our website Cardiff.gov.uk, download our app Cardiff.Gov and follow Cardiff Council on Twitter, Facebook and Instagram

The Institute of Customer Service MEMBER

UCHELGAI'S PRIFDDINAS CAPITAL AMBITION



Corporate Customer Service Training Dashboard



Corporate Customer Service Training Dashboard



Benchmarking Surveys

- Customer Experience Survey – 10 questions every QTR available on the council website
- **NPS result for QTR 2 = +51**



- ICS Business Benchmarking
 - 4000 Cardiff council customers sent the survey via emails.
 - 300+ responses received within 48 hrs.
 - All questions are overlaid with the UKCSI results from July,
 - 2 sectors to benchmark against – Public Services (local) and Retail (non food).
 - Results will be shared in Customer and Digital Board and SMT.



National Customer Service Week

- Launched the Customer Service Agenda
- Held 2 staff Engagement Events
- Consulted on the suite of documents
- Sign up for C&D Champions – first meeting November 28th
- Customer Service Hero Award 2019

