



Communities Select Committee
16 January 2013

Extracting value from customer feedback

Purpose of the report: Overview of Customer Services – this report describes how customer feedback is captured; how it is shared with stakeholders; how it is used by Customer Services; and its potential for improving service delivery, informing policy and strategy and new ways of delivering services that align with customer expectations.

The report has been prepared at the request of the Committee.

Introduction:

- 1) The Committee is concerned that there is a perception by some Surrey residents that the council does not listen to the public.
- 2) The report concentrates on one-to-one contacts between individual customers and the council; their choices, behaviours and opinions, and how these can highlight trends and inform change. Although, residents and service users can engage formally with the council to express their views through consultations, surveys, public meetings and petitions, these are out of scope of this report.
- 3) The Contact Centre, Web Operations and Customer Relations provide the first point of contact and access to many council services and handle thousands of contacts from the public each working day.
- 4) The attached report describes how the feedback from these contacts is captured, evaluated and used to make a difference.

Financial and value for money implications

- 5) None

Equalities Implications

- 6) None.

Risk Management Implications

7) None.

Implications for the Council's Priorities or Community Strategy

8) The recommendations of this report support a key action of the One Council, One Team Corporate Strategy 2012-2017,

“We will involve more and more service users in designing and delivering effective services.”

Recommendations:

9) The [Customer Service Excellence Standard](#) enables an organisation to discover how focussed it really is in delivering services for and influenced by its customers. It is a practical tool for focused change which examines five key areas –

- a) Customer insight
- b) Culture of the organisation
- c) Information and access
- d) Delivery
- e) Timeliness and quality of service

Successful completion leads to external accreditation as validation of achievement.

10) Customer Services propose to undergo this evaluation process and achieve the standard. Following accreditation they will be well placed to encourage and support other Services to achieve the standard, developing a county-wide culture of excellence in putting the customer at the centre of everything we do.

11) It is recommended that the Committee support this initiative

Next steps:

To be agreed.

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