

COMMUNITIES SELECT COMMITTEE

Item under consideration: Extracting Value from Customer Feedback

Date Considered: 16 January 2013

At its meeting of 16 January 2013 the Communities Select Committee considered a report from Customer Services on how customer feedback is captured, evaluated, and used in the design and delivery of policies and services.

The Communities Select Committee was very concerned to note that although the formal complaints process for the Council appears to work well, there is a significant amount of client feedback which is captured but is not routinely used by the services “in development of policy, priorities or design of services.”

As a result, the Council is missing out on the opportunity to fully exploit the value of customer feedback to improve services and tackle the public perception of some that the Council does not listen.

Recommendation

As this issue affects all services within the County as well as the organisational culture of the Council, Communities Select Committee recommends that this report should be drawn to the attention of the Cabinet to consider the appropriate course of action to address the highlighted concerns.

The Cabinet may wish to consider:

- a) how the Council could be better shaped to ensure customer feedback is routinely used in policy design and service delivery;
- b) in line with the Leader’s initiative “Think Councillor, Think Resident”, what arrangements could be put in place to assure Members and residents that public concerns are being noted and used by the Council; and
- c) periodically examining customer complaints and feedback at Cabinet meetings.

[Communities Select Committee resolved to support the initiative proposed by Customer Services in its report, that it undergo the evaluation process to achieve the Customer Service Excellence Standard.]

STEVE COSSER

Chairman of the Communities Select Committee

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