

CABINET RESPONSE TO COMMUNITIES SELECT COMMITTEE

EXTRACTING VALUE FROM CUSTOMER FEEDBACK

SELECT COMMITTEE RECOMMENDATION

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.

RESPONSE

I would like to thank the Communities Select Committee for drawing the Cabinet's attention to this report, and I welcome their recommendation that it should be considered by Cabinet.

As described in this report Customer Services is currently working to embed the "Customer Service Excellence" standard as a practical tool for driving customer improvement across the Council. A key component of this will be improving the use of customer feedback and insight to inform policy design and service delivery. This will be done in line with the Leader's "Think Councillor, Think Resident" initiative. As part of this process, consideration will be given the points raised by Select Committee.

I am asking the Head of Customer Services to bring the report to Cabinet in September, supplemented by proposals that address these points.

Mrs Helyn Clack
Cabinet Member for Community Services and the 2012 Games
5 February 2013

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