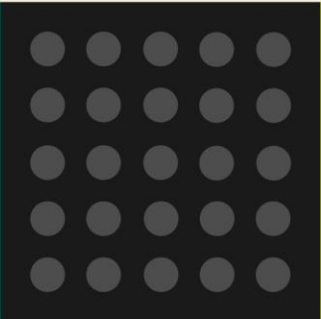
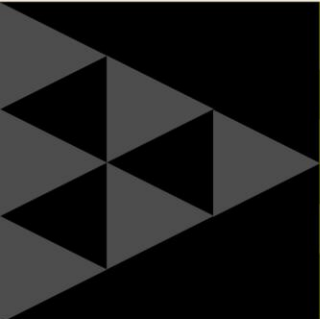


Delivering Customer Excellence in Surrey County Council

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THE
SURREY
WAY

The Customer Promise

What is the Customer Promise?

- It sets out our commitment to customers on what they can expect when they contact the council for information, advice, or a service.
- It aims to encourage a culture where staff are encouraged to think 'customer first' and a commitment to delivering an excellent standard of customer experience.
- It has been refreshed based on a wide-range of user research and insight from customers, to reflect what customers say is important to them and what makes an excellent customer experience.
- We have also tested with key stakeholders to ensure it reflects the type of organisation we want to be, as set out in The Surrey Way.
- These principles will help SCC to deliver on our values and support the people strategy and our cultural outcomes.

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We define Customer as:

'people who contact and interact with Surrey County Council, which may include our residents, those who work, visit, study or travel in the county, as well as our partner organisations'

We recognise that some business areas may use other terminology to describe users of their service.



A high-level validation exercise was carried out with 50 internal staff who regularly interact with customers, as well as external customers to ensure the principles resonated with them:

80% of them believe they will receive a better service from the council if the principles are applied in our day-to-day work (*only 18% of respondents said they were unsure, and 2 respondents didn't answer the question*)

Our Refreshed Customer Promise

Each Customer Promise principle has supporting 'we will' statements that set out the expectations for customer interactions:

In return we ask our customers to:

- Treat us politely and with respect
- Let us know if you have any specific needs
- Give us the information we need to help you
- Give us feedback so we can learn and improve

Through our customer promise we are committed to promoting a culture and environment where everyone is treated with dignity and respect and can live and carry out their work in a safe and respectful environment.

We take a zero-tolerance approach to any unacceptable behaviour towards any member of staff, councillor or council contractors. Any act of bullying, discrimination, physical or verbal harassment is unacceptable. If our staff are put in such a situation, we will take action to protect them. The action we take will depend on the circumstances.



We listen

We make things happen

We are open and honest

We make it easy and accessible

We build good relationships

We will make it easy for you to have your say. We will:

- find out what you think of our services
- make it easier for you to tell us when you have a problem
- use your feedback to make our services better
- talk to you, so we can find out what matters to you and your community
- value your opinion and respect your confidentiality

We will make sure we have all that we need to deliver a great service. We will:

- have the right tools and information to answer your questions first time
- make it easier for you to make an application or report an issue
- provide clear information and advice at the right time
- do what we say and on time
- be clear about any next steps, so you know what to expect
- keep you updated

We will be open and honest about how we work and take decisions. We will:

- be open, upfront and explain our decisions
- be clear about what we can and can't do for you
- only collect relevant information from you, store it safely and use it appropriately
- make our policies and standards available to you and tell you how you can have your say on them
- say sorry if we get it wrong, take responsibility and put things right

We will make it easy for you to talk to us and get the information or services you need. We will:

- make our services accessible to all so that no one is left behind
- improve how we work so that you only have to tell us information once
- make more of our services and information available online, so you can access them at any time, any place or on any device
- communicate clearly in a way that meets your needs
- make sure that you can quickly and easily find information about any support or help that you need

We will work alongside people and communities and put them at the heart of what we do. We will:

- be fair, kind, and compassionate
- make it easier for you to engage and connect with us
- support you to get involved in shaping services and to take part in local democracy
- help you in making a difference on what matters to you and your community
- value difference and make everyone feel included

The Customer Promise and the Surrey Way



THE SURREY WAY

means we **care** about...



Our Residents



Being Excellent



Being Open



Working Together



Respecting Others

...and we will be...



CULTURAL
OUTCOMES



Collaborative
and trusting



Inventive and
dynamic



Ambitious and
outcomes
focused



Inclusive and
compassionate

...and when working with our customers...



CUSTOMER
PROMISE



We listen



We make things
happen



We are open and
honest



We make it easy
and accessible



We build good
relationships

...which all support **our vision** to ensure...

NO
ONE
LEFT
BEHIND

