

Subject:	Customer Experience Strategy	
Date of Meeting:	4/12/19	
Report of:	Executive Lead Officer for Strategy, Governance & Law (Monitoring Officer)	
Contact Officer:	Rima Desai, Victoria Paling	
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Ward(s) affected:	(All Wards);	

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

1.1 The purpose of the report is to seek approval from the Committee for the Customer Experience Strategy which has been refreshed based on engagement with customers, staff and councillors.

1.2 This strategy has been updated with the Customer Experience Steering Group to improve customer experience across the organisation which in turn will improve customer satisfaction with our council.

1.3 Our customers include everyone who lives, works, visits or does business in Brighton & Hove. Customers include those who need to interact with the council as well as those the council has to interact with, such as where we have a duty of care

1.4 We have created this strategy as a means to

- Ensure a shared understanding of what a good customer experience feels like
- Plan the actions needed to achieve good customer experience, learning from best practice both internally and externally.
- Embed a consistently good standard of service delivery with resilience and efficiency, in a fair and inclusive way.

2. RECOMMENDATIONS:

2.1 That the Committee approves the Customer Experience Strategy as set out in Appendix 1

3. CONTEXT/ BACKGROUND INFORMATION

3.1 Levels of satisfaction with the local area are higher in Brighton & Hove (89%) than nationally (78%) as per the City Tracker survey results for 2018.

3.2 The overall current customer satisfaction with services provided by the council is at 54% compared to our target of being in line with the national average of 60%.

The result for dissatisfaction has remained broadly static over the last 4 years in the context of national trend of increasing dissatisfaction with Local Authorities with Brighton & Hove City Council figure of 22% against the national average of 21%.

3.3 Individual key services provided by the council conduct customer satisfaction surveys. Out of 26 services that conducted surveys in 2017-18, only 3 services had a satisfaction level of less than 60%.

3.4 The Customer Experience Steering Group (CESG) has been set up to find ways to improve the customer experience which in turn will improve customer satisfaction. This group consists of all key services across the council.

3.5 The CESG has established a Customer Promise and a Customer Vision and an action plan to achieve the vision. The strategy brings together the work that has been done by the CESG over the last 2 years to ensure commitment at the highest level. The strategy will also help with clarity and coherence of communication given the wide range of services and stakeholders involved.

3.6 The Customer Experience modernisation programme which brings together the work carried out by the CESG gets reported to the cross-party Modernisation Member Oversight Board.

3.7 Our Staff Survey results show that 88% of council staff care about how the organisation is perceived by citizens. However, only 26% feel that the council works as one big team working collaboratively for the good of our customers. To address this we have introduced a Customer Experience Ambassador role to systematically enable joint working and embed One Council approach across the organisation. 'One Council' will create a way of working where customers experience a response which is similar in 'style' and consistently helpful, regardless of the service they approach.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

4.1 The strategy has been developed with customers and staff. Business cases will be developed for the Committee's approval as required to enhance customer experience.

5. COMMUNITY ENGAGEMENT & CONSULTATION

5.1 Engagement with customers and staff has informed this updated strategy. Within the strategy Appendix 4 outlines the results of this engagement.

6. CONCLUSION

6.1 The Customer Experience Strategy will enable the council to deliver consistent, resilient and efficient services across the organisation, which in turn is expected to improve levels of customer satisfaction and reduce escalation of complaints.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

7.1 There are no direct financial implications arising from this report. Any costs associated with the Customer Experience Strategy will be met from existing resources or future business cases will be developed.

Finance Officer Consulted: Name Peter Francis Date:18/2/19

Legal Implications:

7.2 The proposals contained in the strategy are within the Council's powers to implement and will help the Council in discharging its function regarding the promotion of the economic, social and environmental wellbeing of the area. In addition to improving the customer experience, they will contribute to the achievement of the Council's duties under the Best Value Act 1999.

Lawyer Consulted: Abraham Ghebre-Ghiorghis Date: 18/02/2019

7.3 Equalities Implications: As part of the customer engagement work, the survey was shared with relevant community groups and resident groups. The importance of understanding equalities implications is a core part of the awareness raising sessions designed for the Customer Experience Ambassadors across the council and forms part of the mandatory Customer Experience induction sessions.

SUPPORTING DOCUMENTATION

Appendices:

1. Customer Experience Strategy

