

Subject:		Customer Insight Annual Report 2019/2020	
Date of Meeting:		9 July 2020	
Report of:		Executive Lead Officer for Strategy, Governance & Law (Monitoring Officer)	
Contact Officer:	Name:	Rima Desai	Tel: 01273 291268
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Ward(s) affected:		(All Wards);	

FOR GENERAL RELEASE**1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 Following on from approval of the Customer Experience Strategy at Policy & Resources Committee on 4th December 2019, this report has been written to help monitor performance against our Customer Promise, track progress towards our Customer Experience Vision and to provide information relating to customer interactions with the council.
- 1.2 This report is compiled with support from the Customer Experience Steering Group, delivers key management information on customer contact and provides insights to council services on customer trends and perception.
- 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 must interact with, such as where we have a duty of care.
- 1.4 This report has been created to:
 - note the latest customer satisfaction and contact information
 - share trend and data insights with services to support future service development
 - share learning across the council and promote the One Council Approach

2. RECOMMENDATIONS:

- 2.1 That the Customer Insight Annual Report for 2019/20 as set out in Appendix 1 be noted and that the committee provides support and challenge to officers to further improve customer experience and customer satisfaction with the council.

3. BACKGROUND / SUMMARY INFORMATION

BACKGROUND

- 3.1 The Customer Experience Steering Group (CESG) works together to improve the customer experience, which in turn will improve customer satisfaction. This group consists of all key services across the council.
- 3.2 The CESG has established a Customer Promise and a Customer Vision and an action plan to achieve the vision. This report brings together some of the information used to monitor progress against the key elements of this work.

SUMMARY

- 3.3 The average customer satisfaction with transactional council services in 2019/20 is 65%.
- 3.4 Overall contact to the council in 2019/20 reduced by 4.2% compared to 2018/19.
- 3.5 Email is the most used method of contacting the council, representing 30% of overall contact.
- 3.6 Online form submissions have increased by 25% since 2018/19.
- 3.7 Telephone contact has decreased by 11%.
- 3.8 Compliments have increased by 8% compared to 2018/19.
- 3.9 The volume of Stage 1 complaints has decreased by 9% compared to 2018/19, the number of Stage 1 complaints responded to within 10 working days has increased by 6% to 69% against the target of 80%.
- 3.10 The report recommends three priority areas of focus to improve the customer experience; Strengthening infrastructure, delivering services differently and re-building a better customer experience. More details of these areas for focus are within the report.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 Not applicable

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Engagement with customers and staff has informed data within this report. Results from this engagement, and from Customer Satisfaction surveys are outlined within.

6. CONCLUSION

- 6.1 This report enables the council to

- Monitor progress of improvements to the Customer Experience
- Highlight areas for focus and share good practice
- Monitor and maximise investment in customer access improvements, such as digital service provision.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 Individual financial implications for services to further improve their performance will need to be considered as part of the budget setting process going forward.

Finance Officer Consulted: Peter Francis

Date: 30.06.20

Legal Implications:

- 7.2 The proposals contained in the report 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: 23/06/2019

Equalities Implications:

- 7.3 As part of customer engagement work, the Customer Promise survey (results within) was shared with relevant community groups and resident groups for their members to participate.
- 7.4 The report has been reviewed by the council's Equalities team.
- 7.5 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 Insight Report 2019/20

