

SERVICE PLAN
2009/10 – 2011/12

Customer Services

Service Setter: Wendy Bass



Service Plan – Customer Services

What we do and why we do it

The Council operates two customer contact points.

The Minehead Customer Centre serves the largest town in West Somerset and has been designed to meet the demands of all customers -it opened in September 2007 and is open to customers from 9 am – 5 pm Monday to Friday.

New centralised offices opened in September 2008 in Williton and provide customer service from 8.30 am - 5.00 pm from Monday - Thursday and 8.30 am -4.30 pm on Friday.

The Williton office deals with telephone calls and handles around 5,000 calls and 600 emails each month. Our "one and done" results for enquiries being dealt with at first contact shows us to be above 70%.

Visitor numbers to Contact Points continue to rise, with a current average of more than 3,000 each month.

The Council deals with nearly 10,000 customer enquiries per month.

Our Customers and their demands

To satisfy the demands of all of our customers we have a charter of standards that will:

- Aim to answer telephone calls within 30 seconds.
- Ensure a Council representative is on Reception at all times.
- Aim to see customers within five minutes of arrival.
- Book an appointment when specialist services are needed to ensure that an officer is available.
- Acknowledge email/text enquiries within one working day.
- Acknowledge postal enquiries within five days and provide a full response within 20 working days.

The Council aims to treat all customers according to its principles, which are:

- To be welcoming and courteous
- To be fair and respectful
- To be helpful and responsive
- To provide good quality information suited to needs
- To communicate clearly.
- To let customers know how to make suggestions for improvements. To keep customers informed.
- To let customers know what we can provide, who to contact and how
- When a request for help or alternative format is made the member of staff is knowledgeable, sensitive and understanding

Contribution to LAA Targets (WSC leading/key partner)

- **NI 4** - % of people who feel they can influence decisions in their locality
- **NI 179** – Value for money

Service Plan – Customer Services

Contribution to Corporate Objectives

The service contributes to the Council's Corporate Priorities in the following way:

Implementation of the Improvement Plan

Priority 3 of the Improvement Plan requires an increased knowledge and access to council services by the community and this can be measured by eg the take up of benefits. Customer Services advisers need to assist in this by providing customers with seamless information regarding all council services in an efficient and effective manner to suit their needs. A further outcome is for improved overall public satisfaction with the council measured by the Place Survey and again customer services advisers will contribute to this measure.

Priority 7 includes Implementing the action plan resulting from the recent strategic housing inspection undertaken by the Audit Commission in October 2007 and this details an action to achieve a target that 75% of all telephone calls being answered within 7 rings or 30 seconds and put in place an appropriate telephony system which will monitor performance against this target- to deliver a more effective strategic housing

Service Priorities for 2009/11

Objective	Actions	Lead Officer	Date (Year)
Increased capacity and improved accountability	To review the structure of the customer services team in order to get a clear management structure	Wendy Bass	2009/10
Improved efficiencies	To upgrade the front office software to version 3	Wendy Bass	2009/10
Improved customer access and efficiencies	To purchase new software/hardware to replace current Macfarlane telephony system	Wendy Bass	2009/10
Improved customer access and efficiencies.	To identify and implement initiatives to further understand our customers needs	Wendy Bass	On going
To improve service delivery	To promote and participate in the national customer services week	Wendy Bass	2009/10
Improved customer access and efficiencies	To implement satisfaction terminals and self- service internet access points at all customer service locations to promote self service enquiry resolution and customer feedback.	Wendy Bass	2010/11
Improved Performance Management	To ensure that new National Indicator 14 recording Avoidable Contact: with the council is collected by the CRM system	Esther Legg	December 2009

Service Plan – Customer Services

Efficiencies to be achieved

The Council are required to identify 3% cashable efficiency savings per annum. The following table identifies those savings that are being targeted over the next three years.

Description	2009/10 £	2010/11 £	2011/12 £	Evidence
Cashable Efficiency Gains				
To be identified				
Non Cashable Efficiency Gains				
To be identified				
Total				
% of Service Budget				

Resources

Staff

The Council's staff operate in a completely flexible environment and as such are, in a lot of instances, expected to assist with the delivery of a number of services. The table below provides an estimation of the proportion of time spent delivering the services referred to in this plan.

Name	%	F.t.e.'s.
Esther Legg	100	1.00
Caroline Bamford	100	1.00
Claire Rendell	100	1.00
Rebecca Halls	100	0.45
Susan Potter	100	1.00
Agata Feld	100	0.54
Lesley Ireton	100	0.45
Sue Meecham	100	1.00
Julie Churchman	93	0.93
Gail Sloman	12	0.08
TOTAL	800	7.45

Budget

The budget figures detailed below are those directly related to service delivery and do not include projected internal recharges.

Service Element	Budget		
	2009/10 (£)	2010/11 (£)	2011/12 (£)
REVENUE			
Salaries	141,621		
GRAND TOTAL	141,621		
CAPITAL			
None	-		
GRAND TOTAL	-		

Service Plan – Customer Services

Service Contribution to Reducing Inequalities

To be identified

Performance

Indicators

There are local performance indicators (LPI) for this service. No national indicators are relevant for this service.

The service also contributes to corporate National Indicators, NI 14 and NI 179.

Indicator	Description	Actual	Targets		
		2008/09	2009/10	2010/11	2011/12
National Indicators:					
	NONE				
Local Performance Indicators:					
CsLPI 1	% of calls that are abandoned				
CsLPI 2	Average time taken to answer the phone (703704)				
CsLPI 3	Average maximum time to answer the phone (703704)				
CsLPI 4	% of telephone calls answered within 30 seconds				
Corporate National Indicators:					
NI 14	Avoidable Contact: The average number of customer contacts per resolved request				
NI 179	Total net value of ongoing cash-releasing value for money gains				

Achievements Against Previous Years Service Objectives

Being the first year that service plans in this format have been produced this section has been left blank and will be completed next year.

Business Risks

Risk Description	Likelihood	Impact	Overall	Mitigating Actions
Sickness of staff results in authority unable to provide expected service	H	H	H	Review structure of team and manage sickness effectively