

TRAFFORD COUNCIL

Report to: Executive
Date: 23rd September 2013
Report for: Decision
Report of: Executive Member for Transformation and Resources

Report Title

Trafford Council Customer Strategy 2013-17

Summary

- The draft Customer Strategy has been subject to a public consultation which has included staff and partners
- The feedback from that consultation has been noted and as a consequence some changes made to the Strategy
- The overall response from the consultation has endorsed the approach of the Customer Strategy

Recommendation(s)

The Executive is asked to approve the Trafford Council Customer Strategy 2013-17 for launch on 1st October 2013

Contact person for access to background papers and further information:

Name: Sarah Curran
Extension: 2823

Background Papers:
None

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|---|--|
| Relationship to Policy Framework/Corporate Priorities | The Customer Strategy will help deliver the Corporate Priorities. |
| Financial | Not applicable |
| Legal Implications: | Not applicable |
| Equality/Diversity Implications | An EIA has been completed – there are no adverse implications |
| Sustainability Implications | Not applicable |
| Staffing/E-Government/Asset Management Implications | Elements of the Customer Strategy have e-government implications but these are covered in the implementation plan. |
| Risk Management Implications | Not applicable |
| Health & Wellbeing Implications | Not applicable |
| Health and Safety Implications | Not applicable |

1.0 Background

1.1 The Customer Strategy is one of the most important documents the Council has and as such sets out the reasons and basis for changing how we work, describes how and why the Council works together with customers, proposes how we will manage the current and future needs of all our customers with the money available and ensures that we will improve the customer experience.

1.2 The Customer Strategy has been developed by talking to and taking account of the views of customers, staff and partners. Over 200 responses were received via the public consultation process.

1.3 There are five Priorities for Change within the Customer Strategy:

1.3.1 *Putting Customers First*

Ensuring that the customer is kept up to date on where their query is up to and being clear and open about the way we work.

Improving our methods of communication and ensuring feedback is two-way, makes sense and happens regularly

1.3.2 *Making Every Contact Count*

Working with partners to ensure customers can access the right information in the right place at the right time

1.3.3 *Learning and Engagement*

Building and maintaining a culture of customer service excellence across the Council and with partners

1.3.4 *Working Together*

Getting better at the ways we gather and use customer feedback and learn from customers' experience, to improve services and the impact they have

1.3.5 *Customers Online*

Supporting an increase in online activity, particularly in communities where people are less likely to go online or for customers who have particular access requirements.

Increasing the range of online services we offer to increase the level of self-service activity by our customers; but avoiding a 'one size fits all' approach by designing the website with customers to meet customer needs.

- 1.4 The work of the Customer Strategy will align closely with the new Customer Relationship Management (CRM) system, new website and the Communications Strategy.

Other Options

The Customer Strategy is an important document for the Council and if not approved will affect the future direction of the Council.

Consultation

Public consultation has already taken place around the draft Customer Strategy and the feedback has fed into the final version.

This also incorporated consultation with staff and partners.

Reasons for Recommendation

As the results of the consultation were overwhelmingly positive in terms of the principles of the Customer Strategy the recommendation is to formally adopt the Customer Strategy with the aim of launching it on 1st October.

Key Decision

Yes

If Key Decision, has 28-day notice been given?

Yes

Finance Officer Clearance (type in initials)...ID.....

Legal Officer Clearance (type in initials)...JLF.....



[CORPORATE] DIRECTOR'S SIGNATURE (electronic).....

To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.