

<b>Committee:</b>	PERFORMANCE SELECT COMMITTEE	<b>Agenda Item</b>
<b>Date:</b>	29 September 2009	<b>8</b>
<b>Title:</b>	<b>CUSTOMER FEEDBACK UPDATE REPORT</b>	
<b>Author:</b>	Paula Evans, Business Improvement & Performance Manager, ext 636	Item for information

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### Summary

This report details the progress to date on all previously approved recommendations relating to the Customer Feedback project.

### Recommendations

That Members review and consider this report giving comment as necessary.

### Background Papers

LGO Annual Letter 2008	Local Government Ombudsman
Running a Complaints System – Guidance on Good Practice	Local Government Ombudsman
Remedies for Justified Complaints – Guidance on Good Practice	Local Government Ombudsman
How to Deal with Complaints	Cabinet Office
UDC Customer Care Standards	
UDC Customer Contact Strategy (February 2005)	
UDCP001 – UDC Corporate Complaints Management Policy – DRAFT	
UDC Customer Feedback Management Report – PSC 14.05.09	BI&P Team
UDC Customer Feedback Update Report PSC – 28.07.09	BI&P Team

### Impact

Communication/Consultation	Internal and external bodies will be consulted during the development of a Customer Feedback process. This process will be communicated both internally and externally once approved.
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Community Safety	None identified
Equalities	The Customer Feedback process will ensure that all Equalities requirements will be addressed and monitored regularly to guarantee adherence.
Finance	All costs involved with recommendations will be reviewed and agreed at appropriate levels.
Human Rights	None
Legal Implications	The process will adopt appropriate quality assurance controls to ensure legal implications are limited, or preferably, non-existent.
Sustainability	No direct impact resulting from report findings.

### Situation

1. A number of activities have been progressed by the cross-functional project team since the last update presented to the Performance Select Committee in July.
2. The two key areas of focus have been system and process. High level project plans have been developed for both aspects of the project to determine the activity and resource required to progress the project (see Appendix 1 and 2 attached).
3. Progress reports continue to be presented to the Strategic Management Board as and when required.

### Project Tasks - Progress to date

#### System

4. Quotations from both Tagish and CDC Respond have now been obtained following their initial demonstrations. In the case of CDC Respond a further free of charge business review was offered prior to a quotation being formulated to ensure that the requirements of the authority had been fully understood.
5. Due to the level and type of spend that is anticipated the project group have been advised by the Chief Finance Officer that they would not have to offer the two providers an opportunity to tender for the business nor now obtain a third provider quotation.
6. Following initial discussions with the Customer Services Manager at Essex County Council, CDC Respond arranged a meeting with technical and process representatives from ECC, UDC and CDC Respond to assess the feasibility of a software partnership arrangement. The discussion was very positive and explored the opportunities to share both use of the system and enquiry processes between UDC and ECC.

7. Having now received a revised quotation from CDC Respond it is apparent that the cost of implementing the system in partnership with Essex would potentially reduce by approximately 26%. In addition there are still areas of cost within the quotation that need to be investigated to determine if County could offer further financial support. Furthermore, the Customer Feedback project team has been working in conjunction with the UDC Interim Change Manager, Colin Rockall to secure some Improvement East funding for the project.
8. Representatives from the team have recently had additional meetings with the Customer Services Manager at ECC where the discussion has centred on the current arrangements for the management of enquiries and any subsequent supporting documentation. The intention will be to develop common processes for all types of enquiries that can be adopted at both a county and district level.
9. ECC has also offered for any project team members that have not yet seen the CDC Respond system to view the pilot that they are currently running. Arrangements will be made for any team members that were not present for the demonstration to visit County Hall in the near future.

## Process

10. The team has now developed a draft document that details both UDC's key objectives in the provision of customer service as well as the criteria that would need to be applied to achieve the stated targets. This document has recently been presented to members of the project team for consultation and will shortly be sent to members of the Performance Select Committee for comment. It is intended to then conduct further consultation with officers of the council and the community.
11. The team has also identified a number of training activities that would support the implementation of the Customer Feedback project recommendations. These include call handling and general customer care skills. Following some of the discussions had with ECC it may be that UDC could be included in a customer care training programme that is being rolled out towards the end of this year. This is a programme that is intended to be disseminated throughout all levels of the authority with appropriate content for each officer ranking. Representatives of the team will be working closely with the Customer Services Manager at ECC on the progress of this programme.
12. It is intended that a further update will be brought to the Committee for information in November unless otherwise advised.

**Risk Analysis**

Risk	Likelihood	Impact	Mitigating actions
That customer complaints and enquiries are not responded to and/or resolved in a timely manner and customer satisfaction levels will worsen	3 = significant risk or impact – action required  At least in the short term, resources may not permit swift adoption of all the recommendations	3 = significant risk or impact – action required  Customer satisfaction levels would not improve as quickly as desired	Implementation of a corporate customer feedback process  Identification of key process performance measures  Reporting of complaint and enquiry data to service, strategic and committee level