

Extract of the MINUTES of a meeting of the POLICY DEVELOPMENT GROUP held in the Council Chamber, Council Offices, Coalville on WEDNESDAY, 19 SEPTEMBER 2018

Present: Councillor M Specht (Chairman)

Councillors R Ashman, N Clarke, T Eynon, P Purver, V Richichi, A C Saffell, S Sheahan and N Smith

In Attendance: Councillors J Geary, R Johnson, J Legrys, Ms K Smith and A V Smith MBE

Portfolio Holders: Councillors A V Smith MBE

Officers: Mr J Bright, Mr M Fiander, Mr G Jones, Mr M Murphy, Mr P Sanders, Mr T Shardlow and Mrs R Wallace

20. CUSTOMER EXPERIENCE STRATEGY

The Head of Customer Services introduced the report and gave a presentation to Members.

Councillor S Sheahan asked what the digital service would look like as at 15p per transaction, he felt that costs were low. The Head of Customer Services explained that 15p per transaction would be the optimum cost if there was no interaction at all. He wanted to make customers want to use the service rather than contact the call centre and therefore it needed to be a good, easy to use, system. In response to a further question, the Head of Customer Services felt that it was important to change the current culture amongst all staff so that everyone understands they are part of customer service delivery, and to take ownership of an issue rather than to pass it around. He assured Members that this had started to be addressed already and he was looking into the introduction of service level agreements. He assured Members that they should start seeing a difference in the service over the next year, especially in relation to reduced numbers of abandoned calls.

Councillor T Eynon expressed her concerns regarding equalities issues with accessing services online. The Head of Customer Services explained that the digital approach would free up staff to be available to help customers who came in to the offices, including guidance on how to self-serve at stations in the building. Also he would explore the opportunity to work with partners to address training needs of residents out in the District.

From past experience, Councillor N Clarke felt that the service provided after the initial contact was made, needed to be examined as contact details were not always being taken and therefore follow up calls could not be made. The Head of Customer Services reported that this had already been identified and he was currently in the process of mapping out the customer journey to help improve the service.

In response to a question from Councillor V Richichi, the Head of Community Services assured Members that there would always be staff available to deal with telephone and face to face enquiries for as long as it was required. However, he felt it was important to do as much as possible to enable people to self-serve on-line if they were able to.

The Chairman felt it was important to investigate the use of text messaging as well as emailing as this was some people's preferred method of communication.

It was moved by Councillor R Ashman, seconded by Councillor V Richichi and

RESOLVED THAT:

Chairman's initials

Comments made by the Committee be provided to Cabinet when considering the report in November 2018.

The meeting commenced at 6.30 pm

The Chairman closed the meeting at 9.23 pm