

## ITEM - CUSTOMER EXPERIENCE STRATEGY 2026 - 2028

### Appendix 3 - Comments on the Customer Experience Strategy 2026 – 2028 made by the Corporate Scrutiny Committee

at its meeting on 4 December 2025

Date considered by Cabinet: 16 December 2025

	Comments from Scrutiny	Advice provided by Officers at the Meeting	Cabinet Response
C1	<b>Artificial Intelligence (AI) and Digital Tools:</b> Questions about the role and future use of AI in Customer Services, specifically regarding telephony and its limitations.	Officers explained initial AI adoption (Microsoft Co-Pilot), successes in saving officer time, and plans to explore AI for telephony and avoidable contact, aiming to free up staff for higher-value tasks.	
C2	<b>Customer Service Culture:</b> The shared responsibility for customer service across all teams was welcomed, hoping for improved effectiveness and accountability.	Officers described mandatory customer contact standards training, culture change towards customer focus, and ongoing internal initiatives to improve complaints handling and empathy.	
C3	<b>Digital Exclusion:</b> concerns raised about the exclusion of those unable to access digital methods. The importance of continuing face to face contact where needed was emphasized.	Officers agreed on the importance of not excluding digitally challenged residents, rolling out clear response time standards, and embedding empathy in service delivery.  Officers acknowledged the need to retain face-to-face options for those unable to use digital services and recognized loneliness as a factor for some in-person	

		visits. They assured the committee that digital transformation would not exclude vulnerable groups.	
<b>C4</b>	<b>Response Time Standards:</b> Emphasized the need for clear expectations for customers on waiting and call-back times.	Officers confirmed that new customer contact standards have been developed, including clear response times for different channels. These will be communicated internally and externally, with performance tracked against these KPIs.	
<b>C5</b>	<b>Celebrating Success and Staff Morale:</b> Raised the importance of celebrating internal successes to boost morale.	Officers agreed with the importance of sharing positive feedback and successes internally to maintain morale and reinforce good service delivery.	