

# **Citizen First, Have Your Say, and Customer Access Programme**

Overview and Scrutiny, 8 January  
2014



# Why have Citizen First?

**Manifesto Pledge** aims for:

*The most citizen-friendly Council in the Country with:*

**95%** of citizens satisfied with the way they are treated

§ Citizen Survey Satisfaction baseline: 64%

Important part of **putting the citizen at the heart** of what we do

§ Moving the Council from **good to great**



# Citizen First - aims and values

## Aims

- To work with our partners to establish a single standard for service delivery.
- To improve the range and quality of access citizens have to services and information.
- § To ensure that we deal with citizen queries more quickly, clearly and effectively.
- § To engage with citizens better and use their feedback to continually improve our standard of service.
- § To find better ways of working.

## Values – a Council that

- § Cares for its citizens
- § Takes responsibility and delivers
- § Is fair
- § Strives for better
- § Works together to deliver high-quality services for citizens



# The Nottingham Promise

Services convenient for citizens

Give your name

Keep appointments

Calls answered quickly

Resolve queries first time

Improve services through feedback

Easy to understand information

## Achievement – More calls answered politely by a person

- § Introduced a common approach for **telephone access and performance**
- § Better telephone response to citizens on front-facing, high volume services. Between July and September 2013:
  - § 314,000 calls
  - § 279,000 answered by a person, representing 89% answer rate
  - § No voicemail

### Customer satisfaction levels

- § 87% of citizens said they got through in a reasonable time.
- § 92% of citizens said the person was polite.
- § 93% of citizens said the person listened to their enquiry.
- § 88% of citizens said their enquiry was handled well.
- § 78% of citizens said their enquiry was resolved first time.



# Achievement – Building better understanding of citizen feedback to improve services

## Face to face enquiries

- § Expanded to:
  - § Angel Row Contact Centre
  - § Joint Service Centres (Bulwell Riverside)

## Results

- § Colleague politeness and listening to what the citizen's enquiry - over 90%.
- § How quickly citizens got to see to someone - 83% and 93%
- § How well the enquiry was handled - 89% and 99%
- § Enquiry was dealt with first time - between 87% and 88%

Was helpful and dealt with my problem quickly :)

Immediately put at ease after the tension of worrying and waiting



# Citizen First – Products to support improvement / change

## § Making our information easier to understand

- § Policy and guidance on better use of **Plain English**
- § Try to resolve more **equality enquiries** at the first point of contact, e.g. avoiding the need for translation or interpreters unless absolutely necessary

## § Customer Care

- § **Customer Care** service measures and behaviours part of:
  - § Directorate plans
  - § Individual accountabilities
- § **E-learning** for all colleagues on customer care standards and behaviour has been developed

## § Citizen Insight – consultation and engagement

- § A ‘virtual’ consultation team established with partners
- § “**Nottingham Insight Consultation hub**” to help with planning, good practice, methods, and let citizens know what we did with feedback (‘you said, we did’)



# Have Your Say - Better understanding of citizen feedback

- § Introduced a single approach (policy and guidance) to deal with:
  - Comments, Compliments and complaints – **“Have your say”**
  - Implemented a **single IT system** for customers and colleagues to report on line or capture face to face, telephone online
  - Provides **performance reporting** to monitor delivery of service
    - § Timeliness
    - § Resolution at point of contact
    - § Learning
    - § Satisfaction
  
- § Dealing with feedback: timescales
  - § Comment: 10 days
  - § Compliment: thank the officer(s) concerned within 5 days
  - § **Complaints: immediate resolution** or within a couple of days
  - § If not, then deal with complaints within **10 days**
  - § **Named officer** gets back to citizens within 3 days





# Have Your Say – What we know

Better understanding of citizen feedback – 6,686 items of feedback received

More timely response to citizen feedback – 92.3% of cases closed on time

Quicker resolution for citizens – 64.18% of complaints dealt with at the point of contact or within a couple of days

- § Top 5 reasons for complaints: other, quality of service, facility appearance / cleanliness, information quality and staff attitude
- § Top 5 reasons for compliments: quality of service, other, staff attitude, facility cleanliness / appearance and speed of response



# Next Steps – More to do

- § Make sure citizens are at the heart of service ‘business as usual’
- § Nottingham Promise expand partners, refresh team’s progress through business planning
- § Make sure we use citizen feedback better
- § Let citizens know ‘you said, we did’
- § Process for acting on issues raised by citizens
- § Introduce mystery shopping
- § Single view of delivery: citizen first, customer access, community provision



# Customer Access Programme

- **Improving** satisfaction and value for money by designing services around our customers.
- **Simplifying** the ways customers access and use our services locally and make the most of digital and self-service options.
- **Safeguarding** services and assets by reducing the cost of delivery and removing complexity allowing resources to be rebalanced to protect vulnerable citizens.
- **Delivering** services we can be proud of.

# Where and how we will deliver Services

Online

On the phone

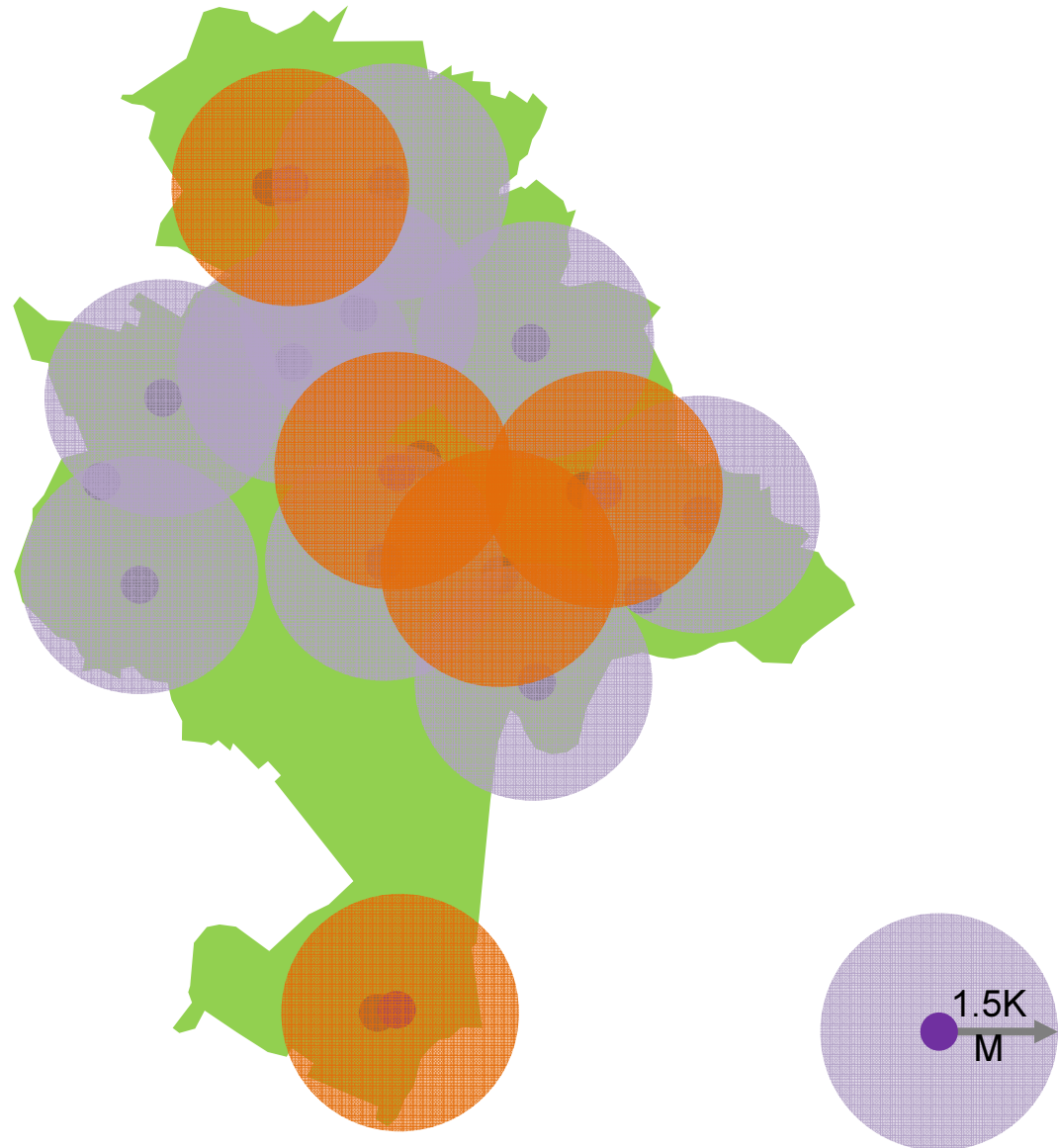
Face to face:

1. Joint Service Centres and Contact Centre (**PRIMARY**)

2. Libraries (**SECONDARY**)

**PRIMARY** customer access points will offer the same set of core services (all Council services).

**SECONDARY** customer access points will offer a smaller set of services across all locations alongside supported access.



# How we will design services

**Step 1** Collect evidence



**Step 2** Cross reference with experience of departments/colleagues

**Step 3** Co-design with citizen panel



**Step 4** Customers and colleagues test services

# We will deliver:

- Easier access to services - fewer numbers and multi skilled customer service advisors
  - Increase resolution at first point of contact
  - Reduce failure demand
- More effective online services
  - Reduce the need to travel to access services
  - Make services available at a convenient time for customers
- A single, consistent view of the customer
  - Allows customer service advisor to respond to customer needs
  - Make services available at a convenient time for customers
- Better, more targeted face-to-face services in more locations.
  - Core service offer at all joint service centres – supported by appropriate technology and designed around customer needs.
- A service we would all be happy to receive and which would be good enough for our families.