

Appendix A – The Commitments, the service standard they relate to and their target dates within the Customer Service Strategy (as agreed by Cabinet in December 2021)

Theme	Customer Service Standard	Commitment	Description	Target
A customer focussed Council	Fix the Basics	Complaint Analysis	Where we don't always get it right, we will listen and act swiftly to resolve complaints and ensure that the root causes are known so that we can fix service issues in the longer term to avoid repeat complaints by October 2021	Oct-21
A customer focussed Council	Fix the Basics	Accessibility	We will review all our websites to ensure that they cater for everyone's accessibility needs by December 2021	Dec-21
A smarter Council	Fix the Basics	Connecting our Teams	We will create a network of customer service champions, by December 2021, across services, to work together to identify new ways of working better for you. Where we receive cross service and multiple team complaints, we will form working groups on your behalf to resolve and fix local issues that communities face by working collaboratively with partners and the community to address the root causes of complaints	Dec-21
A customer focussed Council	Fix the Basics	Communicating change	We will launch an annual customer services communications plan, starting in January 2022	Jan-22
A connected City	Fix the Basics	Signposting for you	We will identify the top 50 non council service requests and ensure we prioritise and signpost to them on our website by March 2022.	Mar-22
A connected City	Fix the Basics	Easy searching	We will improve search capabilities on our website, so it is easy to find the right service provider for your needs, by March 2022.	Mar-22
A customer focussed Council	Fix the Basics	Our contract with you	We will develop a customer charter, setting out the customer service standards you can expect from us by May 2022	May-22
A connected Council	Raise the Standard	Helping you stay on top of things	We will be able to send you simple reminders for your appointments by June 2022	Jun-22
A connected City	Fix the Basics	Community hubs	We will conduct a review of our properties by June 2022, to identify the best locations for community hubs / one stop shops, with partners.	Jun-22
A customer focussed Council	Raise the Standard	Giving you a voice	We will launch customer service panels, for citizens, young people etc, by August 2022	Aug-22

A customer focussed Council	Raise the Standard	Testing our services	We will recruit and launch our first mystery shopping teams in by August 2022.	Aug-22
A connected Council	Raise the Standard	Speeding up your frequent tasks	We will identify the top 50 service requests and prioritise digitising them, with many available online by August 2022.	Aug-22
A connected Council	Set the Standard	Digital to promote healthy lifestyles	We will identify the top 50 service requests and prioritise digitising them, with many available online by August 2022.	Aug-22
A connected Council	Fix the Basics	Getting our information right	We will review and update information and materials we provide about our services on our website by September 2022.	Sep-22
A customer focussed Council	Fix the Basics	Owning customer service	We will ensure that all 11,000 of our staff have completed customer centricity training by December 2022	Dec-22
A smarter Council	Raise the Standard	One view of you	We will develop our single view of you, sharing data safely and securely across the top 10 service areas, by the December 2022	Dec-22
A smarter Council	Raise the Standard	Getting ahead of demand	We will look for ways to work smarter, pre-empting your contact wherever possible across the top 10 service areas, by the December 2022.	Dec-22
A smarter Council	Set the Standard	Keeping you informed	We will identify the top 5 activities you would like to know about in your area (e.g. planned roadworks) and trial pre-emptively tell you, by text or email, by December 2022. We'll then plan for more!	Dec-22
A smarter Council	Raise the Standard	Redesign our customer service set up	We will create a new team to provide earlier support and intervention, bringing together the parts of the council providing the top 50 targeted and specialist services, by January 2023.	Jan-23
A connected City	Raise the Standard	Asking you to help out	We will trial using digital technologies with a first cohort of 10 citizens, linking them to family and friends who can help out with their care, by January 2023.	Jan-23
A connected Council	Raise the Standard	A single front door	We will have a broader range of services through our, dedicated and specialist customer service team by March 2023	Mar-23
A connected Council	Raise the Standard	Speeding up your frequent tasks	We will develop the technology to share your information, in a safe and secure way, so that you don't have to keep repeating information to us approach by March 2023	Mar-23

A connected Council	Set the Standard	Personalised service alerts and reminders	We will personalise automated reminder texts and emails, based on your circumstances and preferences (e.g. channel, time, messaging etc), so you never have to miss a deadline or an appointment with us, by March 2023.	Mar-23
A customer focussed Council	Set the Standard	Sector leading customer service	We will create a customer service Centre of Excellence by April 2023	Apr-23
A customer focussed Council	Raise the Standard	Unblocking services	We will have reviewed all our major processes to remove unnecessary steps and blockers by December 2023.	Dec-23
A customer focussed Council	Raise the Standard	Understanding you	We will use publicly available data sets to really understand the make-up of those in Birmingham and use this information to help shape our services by December 2023.	Dec-23
A smarter Council	Set the Standard	Pointing you to services	We will identify the top 20 related services (e.g. school applications and local summer activities) and start automating linked messaging by December 2024.	Dec-24
A connected City	Raise the Standard	Located together for you	We will co-locate with other service providers and partners, able to jointly support your needs, by December 2024.	Dec-24