



# Customer Journey

## 10<sup>th</sup> November Session Plan

### 1 Introduction

- 1.1 In September 2015, the Corporate Resources O&S Committee agreed the terms of reference for an inquiry into the "Customer Journey", asking:

What further work is needed to increase citizen satisfaction when making enquiries to, or requesting services from, the City Council?
- 1.2 Improving Customer Services remains a priority in the Leader's 2015 Policy Statement. It is also recognised within the Future Council as an important strand of work.
- 1.3 The former Governance, Resources and Customer Services O&S Committee undertook work to support the improvement of customer services – most recently with the development of the Birmingham Promise.
- 1.4 Nonetheless, when Customer Services commissioned independent analysis into citizen satisfaction during March/April 2014, it produced results of 49.4% satisfaction for contact centre services and 43.2% satisfaction for end to end delivery. BCC benchmarked these results against the Institute of Customer Service annual customer satisfaction survey that shows satisfaction with local councils at 62% compared to 72% for local services in the public sector.
- 1.5 The Corporate Resources O&S Committee is therefore seeking to investigate how these satisfaction scores can be increased.
- 1.6 Today's session includes:
  - Visit to the Contact Centre, 1100 – 1300 hours;
  - Inquiry session (Committee Room 6), from 1400 hours.

### 2 Visit to the Contact Centre

- 2.1 The visit to the contact centre will take place from 1100 hours to 1300 hours.
- 2.2 The contact centre is situated at 10 Woodcock Street, B7 4BL. The agenda is attached.
- 2.3 The focus of the session is to enable Members to listen to calls and see the operation of the contact centre. There will also be a presentation and Q&A session, where members can explore:
  - What the data the City Council collects tells us;
  - Customer satisfaction data with both calls and the end to end process.



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## 3 Inquiry Session

- 3.1 The inquiry session will take place at the Council House to look at the customer journey, with reference to waste and council tax. Attendees will include:
- Chris Gibbs, Service Director, Customer Services
  - Paula Buckley, Assistant Director, Customer Services Centre
  - Georgina Foxwell, Head of Business Change and Service Improvement
  - Jacqui Kennedy, Strategic Director – Place (interim)
- 3.2 The aim of the session is to explore the “end to end process” of the customer journey that Birmingham citizens go through to understand what can be improved, including:
- Reporting;
  - Processing;
  - Actioning;
  - Reporting back;
  - When things go wrong – complaints / referring to elected members.
- 3.3 The session will focus on two areas: fleet and waste management, and council tax.
- 3.4 Key questions include:
- What improvements have been made to the customer experience since the contact centre was brought in-house last year?
  - What measures have worked to improve customer satisfaction?
  - Where are the main areas of dissatisfaction for customers/citizens?
  - How is data and feedback from customers used to improve performance?
  - What are the blockages to improving customer satisfaction?
  - What can councillors do to support measures to improve customer satisfaction?

## 4 Survey

- 4.1 An electronic survey has been made available, for anyone who has used the City Council web, contact centre or neighbourhood offices to let us know about their experiences. This link will be published and emailed round.
- 4.2 The survey will remain open until the 20<sup>th</sup> November.