



Work Outline DRAFT

The Customer Journey

Corporate Resources Overview and Scrutiny Committee

Our key question:	What further work is needed to increase citizen satisfaction when making enquiries to, or requesting services from, the City Council?
1. How is O&S adding value through this work?	<p>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.</p> <p>The former Governance, Resources and Customer Services undertook work to support the improvement of customer services – most recently with the development of the Birmingham Promise.</p> <p>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.</p> <p>The Corporate Resources O&S Committee is therefore seeking to investigate how these satisfaction scores can be increased.</p>
2. What needs to be done?	<ul style="list-style-type: none">• To explore the "end to end process" of the customer journey that Birmingham citizens go through to understand what can be improved, including:<ul style="list-style-type: none">○ Reporting○ Processing○ Actioning○ Reporting back○ When things go wrong – complaints / referring to elected members• To understand what the data the City Council collects tells us<ul style="list-style-type: none">○ Customer satisfaction data with both calls and the end to end process○ Sample ticket data (to choose, at random, a small number of enquiries logged by the Contact Centre and other receivers, and follow the progress of each enquiry through the process in the Council, but also (where possible) to engage with the customer) <p>That this is done by looking at two service areas in detail:</p> <ul style="list-style-type: none">• Waste management• Council tax
3. What timescale do we propose to do this in?	<p>Scoping Session: 14th July 2015</p> <p>Evidence gathering: October to December (to include visits and 8th December</p>



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	public session) Reporting to City Council: Tuesday 2 nd February 2016
4. What outcomes are we looking to achieve?	Recommendations to the Executive to increase customer satisfaction

Member / Officer Leads

Lead Member:	Cllr Waseem Zaffar
Lead Officer:	Emma Williamson/Jayne Power

Time Frame for Core Phases of the Review

Meetings and evidence-gathering sessions:	October – December 2015
Drafting the report:	w/c 7 th December
Consideration of the draft report by the Committee:	w/c 14 th December
8-Day rule: Executive Comment:	18 th December - 8 th January 2016
Reporting to the City Council:	Tuesday 2 nd February 2016