

ARF009 Customer Service Delivery

Risk Status Progress Report for September 2021

Prepared: 11/08/21

Description of risk and impact

Customer Service Delivery is the efficient and cost-effective delivery of required District Council services to residents, ratepayers, visitors and the community. This includes timely processing and communication with the public around services.

In some cases, ineffective and inefficient processes, and information, cause delays in processing requests and affects timely communication with customers.

Frustrated customers often call elected members who need to escalate or facilitate information back to the individual.

Existing Treatments

Treatments established:

- A. Customer Experience Improvement Programme.
- B. Customer feedback improvement loop.

High level treatment plan and progress up-date:

One of the new strategic priorities within the “up and out” organisational strategy is enriching the culture for our customers. This includes two significant priorities:

- Its all about the customer; and
- We know our stuff.

There will be several initiatives in the coming year to support these foci. These will be included, and reported, as part of the Customer Experience Improvement Programme.

High level treatment plan:	Progress update:
Customer Experience Improvement Programme	<p>In progress.</p> <p>Progressing well with an update scheduled in Q1 2021/22 to include organization strategy initiatives.</p> <p>Bimonthly customer focus discussion with CEO.</p> <p>Elected Members update presented in June 2021.</p> <p>Community Board presentation is scheduled for end of Q1 2021/22.</p>
Delivery of the Customer Experience Improvement Programme	
Customer centric culture business engagement (internal and external)	<p>Ongoing.</p> <p>An internal competition is been run between the customer facing teams from Q1-Q2 2021/22 focused</p>

	<p>on improving satisfaction be keeping customers informed.</p> <p>Coaching, mentoring and establishing feedback loops continues to be enhanced by the new customer feedback system.</p>
<p>Customer Journey Mapping Programme</p> <p>Unified consistent cross organisation approach to support customer facing teams to improve and align customer journeys with our systems and embed a customer centric mindset with colleagues.</p>	<p>In progress.</p> <p>Planning work is been completed and start dates being scheduled Transport and Finance projects will pilot the programme.</p>
<p>Review of customer feedback processes, tools to analysis information and drive improvements.</p>	<p>Complete and now BAU.</p> <p>Venues are now added into the system. The new digital system is achieving great response rates, (currently 417% compared to 16%) and providing customer insights. Refinements and additions continue to ensure we gain the reach customers and gain valuable feedback.</p> <p>We use the voice of our customers to drive customer focused improvements, recover bad experiences and help lift our customer culture.</p>
<p>Investigating impact on customers of our changing world.</p>	<p>Ongoing</p> <p>Will be a focus of the programme refresh as we can see changes in customer behaviors and suggestions in feedback.</p>

Where are the gaps? / what more could we be doing?

- Enterprise wide RFS Redesign Project to align customer experience across the organisation (being considered in Customer Journey Mapping Programme and revised Customer Experience Improvement Programme).
- Establish broadened view of customer interactions via Elected Members and CE Office.
- Gain feedback from first call resolution customers.

Inherent Risk:	Trend	Residual Risk:	Accountable:	CEO	Date raised:	29/11/18	Report frequency:
	Decline		Responsible:	Chief Transformation and Technological Officer.	Date accepted:	30/05/19	Three monthly