

AGENDA MANAGEMENT SHEET

Name of Committee Cabinet

Date of Committee 8 September 2005

Report Title Taking forward the Customer Focus Agenda - WCC Customer Standards Charter

Summary This report is to provide Cabinet with the revised Customer Standards Charter for their approval

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Would the recommended decision be contrary to the Budget and Policy Framework? No.

Background papers Old Customer Standards Charter

CONSULTATION ALREADY UNDERTAKEN:- Details to be specified

- Other Committees
- Local Member(s) N/A
- Other Elected Members
- Cabinet Member Alan Cockburn
- Chief Executive COMT 29 June 2005
- Legal David Carter
- Finance
- Other Chief Officers COMT 29 June 2005
- District Councils
- Health Authority
- Police

Other Bodies/Individuals

Corporate Policy Reference Group

FINAL DECISION YES

SUGGESTED NEXT STEPS:

Details to be specified

Further consideration by
this Committee

.....

To Council

.....

To Cabinet

.....

To an O & S Committee

.....

To an Area Committee

.....

Further Consultation

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Cabinet – 8 September 2005

**Taking forward the Customer Focus Agenda - WCC
Customer Standards Charter**

**Report of the County Solicitor and Assistant Chief
Executive**

Recommendations

That Cabinet:

- (1) Approve the revised Customer Standards Charter.
- (2) Note the proposals for promotion and customer care training.

1. Background

Warwickshire County Council's current Standards Charter has been in force since 2001. In June this was revised and was approved by Chief Officers Management Team (COMT).

2. Purpose

The purpose of this paper is to present the Customer Standards Charter to Cabinet and sets out proposals for publication and promotion.

3. Customer Standards Charter – Proposals

3.1 From discussions with the Communications Division, a set of proposals have been put together on the publication options and promotion of the Standards Charter.

3.2 Proposals for External Promotion

- A4 size statement; designed, framed and displayed prominently on every public facing reception desk.
- Specific area of the web site reached via a prominent link from the home page. Titled: "Customer care – Our commitment to you" detailing the Council's customer standards charter.

- Consistent feature in Warwickshire View (currently quarterly). Probably a half page either at the front or the back of the publication to compliment the main contact numbers and channels. Warwickshire View has a print run of 200,000 and currently reaches two thirds of the Warwickshire population.
- A page of the “A-Z guide to our services” – which is being revised.

3.3 Proposals for Internal Promotion

- All existing staff and new starters will have access to the Charter through Email, Posters, the Customer Care Handbook and the induction process.

4. Customer Focus Training

To support this new Customer Standards Charter, tailored, induction and modular training will be available for all staff to support them in implementing the standards set out in the Charter (see appendix B).

5. Next Steps

Cabinet are asked to approve the Customer Standards Charter for publication and promotion in October 2005.

DAVID CARTER
County Solicitor and Assistant
Chief Executive

Shire Hall
Warwick

24 August 2005

Our Customer Standards Charter

We believe that everyone has the right to be treated fairly, politely and with respect. We also want you to be happy with the service you receive from us. So whenever and however you contact Warwickshire County Council you are entitled to the following high standards of customer care....

Individual Attention – you can expect.....

- Polite, helpful and honest staff in all our dealings with you
- Accurate answers in plain Language
- To be treated fairly
- Clear and accessible information in a variety of formats and languages on request
- Issues you raise to be dealt with confidentially
- Our comments, complaints and compliments procedure to be easily available so you can tell us what you think of our services

Prompt Service – we aim to.....

- Give an immediate response to your query whenever we can

Telephone Contact – we aim to....

- Answer telephone calls within 5 rings during office hours:

Our Customer Service Centre will also take calls outside office hours

01926 410410

8am – 8pm Monday – Friday

9am – 4pm Saturday

- Keep voicemail & answer phone use to a minimum during office hours, but any answer phone message will state when you should expect to be called back.

Written Contact – we aim to.....

- Respond to letters within 5 working days
- Tell you how your enquiry will be handled and how long it will take if the full answer is not possible within five working days
- Acknowledge emails within 1 working day

Visits – we aim to.....

- See you within 10 minutes of your arrival

CUSTOMER FOCUS TRAINING & DEVELOPMENT

CORPORATE

CORPORATE INDUCTION

- compulsory for new starters

DEPARTMENTAL

"Welcome to Warwickshire" – Corporate Induction - Customer Care session to be included as part of the ethos of "Working for Warwickshire"

Customer Care in WCC

Including standards, equalities and diversity, Corporate Values, skills, what it means to me, incorporate internal/external/traded services customers

CORPORATE MODULES

- Based on development need identified for individuals / small teams
- Available as dates on the Corporate Development Menu
- Booked via County HR

Dealing with Difficult Customers - 1 day -

To explore and practice techniques to handle challenging customers effectively

Managing Complaints – ½ day -

To allow individuals to minimise and manage complaints effectively

Customer Focus for Managers – ½ day -

To identify ways to promote and cascade Customer Focus within your team

Courses are supplemented by "Open Learning" workbooks
 - to clarify Customer Focus within individuals roles / service areas

TAILORED SOLUTIONS

- Range of solutions available through preferred supplier list – on corporate contract
- Team based action planning
- Corporate modules can be tailored to very specific team / section / department needs or for high volume sessions to include as part of away days
- Coordinated through County HR – list of preferred suppliers with departmental input
- Dates not communicated through Corporate Development Menu as arranged according to need