Appendix 1

Our Key Actions: Customer Experience Strategy   The table below describes the key actions that Customer Services will be delivering across 2020/21 supporting the organisation's priorities.

Key Action / Key Activity	Start Date	End Date	Measure of Success	Responsibility / Lead
Outcome 1: Positive customer experience and outcomes To provide customers with a comprehensive and consistent experience, irrespective of channel				
Promote the Customer Promise Council wide.	01/04/2020	31/03/2025		Service Managers
Launch Customer Experience Strategy with each Directorate Include in Induction Training for New Starters	01/04/2020	31/12/2020	• The majority of customers' needs are met at first point of contact • Customers find it easy and access the services they need at the right time • Information and advice about Council services and what is available in the local community is accurate and quickly/ easily available • Customers feel valued, listened to and understood • Customers contact us 24 hours a day, seven days a week using our website and social media and have more flexible personalised services	
Review and redesign all customer pathways across all channels Identify and map out the Customer pathways using WCC Website & Customer Service Centre for customers wanting to request services from Communities, Peoples & Resources Directorate.	01/04/2020	31/03/2021		Service Manager—Operational Excellence
Review the provision of information & advice through all channels including arrangements for keeping it up to date	01/04/2020	31/03/2021		
Review and refine our customer feedback process	01/04/2020	31/03/2021		
Develop community digital education programme aimed at getting communities and individuals on line	01/04/2020	31/03/2021		Service Manager—Face to Face
Outcome 2: Enhanced Customer Focus and Engagement *To enable our customers to support themselves, build supportive communities and help people and communities to find their own solutions*				
Set up a Citizens'/People's panel Desktop review and benchmarking of comparable local authorities' frameworks, working group meetings completed, any additional research completed.	01/04/2020	31/03/2021	• Customers are empowered and confident to help themselves and each other to resolve issues affecting them and their local communities • Customers and local communities are actively involved in improving and delivering local services • Customers can see we have learnt from their feedback, including compliments and complaints, to improve the customer experience • Build better relationships between the public, private and third sectors across the county for the benefit of the people of Warwickshire	Service Manager—Operational Excellence
Develop and implement an action plan with partners including the voluntary and private sector Co produce a plan with WCS on customer engagement	01/04/2020	31/03/2021		
Outcome 3: Offer To Improve customer experience by embedding our customer service promise, measuring what matters to customers and training our staff to meet people's needs more consistently				
Undertake benchmarking review with public & private sector organisations considered to be best in class including digital and technological improvements Identify service providers prior to benchmarking	01/04/2020	31/03/2021		Service Manager—Operational Excellence
Undertake comprehensive 'customer experience' engagement activity to inform action plan and route map. Engage with Microsofts Catalyst team to complete a review of the Customer Experience	01/04/2020	31/12/2020	• The Council employs staff with the right skills to deliver a positive customer experience • Staff are highly skilled in understanding and meeting customers' specific needs • Council and partner services are seamless and joined up and deliver a positive customer experience regardless of organisational or service boundaries • The Council provides clear and consistent choices for customers to access services • Customer experience is improved by new technology and digital exclusion is reduced	
Embed staff behaviours at all tiers of the workforce that enable staff to offer innovate and creative solutions to deliver excellent services	01/04/2020	31/03/2021		Service Managers
Develop business requirements for technology investment (App, website, artificial intelligence, chatbots, etc) Engage with Microsofts Catalyst team to complete a review of the Customer Experience	01/04/2020	31/12/2020		
Develop Business Requirements for Contact Centre Telephony , CRM and Customer Feedback	01/04/2020	31/03/2021		Service Managers