

## Customer Service Excellence Standard Review 2021

### Areas for Improvement

Ref	Assessors Comments	Response/Recommendations
1.2.3	Evidence observed during the assessment showed the high levels of digital poverty or exclusion and a demand for traditional methods of engagement (especially in relation to the public health campaigns). You may wish to consider if your proposed future ways of engaging with people, matches the data on preferences and customer insight captured during the pandemic, to check if your strategy really fits the aspirations of your customers.	We will review suggested improvement and build into plans where appropriate.
1.3.1	You do use reliable and accurate methods to measure customer satisfaction on a regular basis. However, many new methods of delivery have been introduced during the pandemic as a necessary response. Due to the reactive nature there was no opportunity to measure satisfaction at the time. You may wish to consider metrics to capture the wealth of evidence there might be, which might support the new ways of working going forward.	We will review suggested improvement and build into plans where appropriate.
2.2.4	During the Covid19 response many decisions were made based on trusting the aptitude of team members to get things done. Some of	We will review suggested improvement and build into plans where appropriate.

Appendix 3

	<p>the decisions would previously have had a series of 'hoops' to get through but have worked very well. You may wish to consider if the best aspects of this approach combined with the democratic process should be retained to improve customer experience.</p>	
4.3.4	<p>There is more evidence of a commitment to capturing evidence of improvements from informal complaints with the appointment of a new team manager. The team will prioritise prevention work and learning from feedback and a new system and processes under development This is still on going and therefore an area for improvement.</p>	<p>This area will be addressed during the 2022 review. The continuation of this work is already planned and will be implemented over the next 12 months.</p>
5.3.3	<p>Your performance compares very well to that of similar organisations and other local authorities and national government have used your best practice. However, but you do not appear to celebrate this success. You may wish to consider if you should 'raise the bar' in sharing these positive stories.</p>	<p>We will review suggested improvement and build into plans where appropriate.</p>