

Cabinet

10 September 2020

Customer Service Excellence Standard Reaccreditation

Recommendations

That Cabinet:

1. Considers and comments on the outcome of the Customer Service Excellence Standard Reaccreditation which took place during January 2020.
2. Agrees the actions to address the partial compliances and the areas for improvement as outlined in Appendix 3.
3. Acknowledges the Compliance Plus and Areas of Good Practice as detailed in Appendix 4.

1. Executive Summary

1.1 The Reaccreditation

The Warwickshire County Council (WCC) Customer Service Excellence Reaccreditation took place over a 4-week period during January this year. The audit included an assessment of several customer journeys from each Directorate and a ten-day on-site visit from the Assessor and one day off-site undertaking telephone calls to customers, complainants and partners.

- 1.2 The customer journeys were identified by the individual Services. During this time the Assessor met with staff, partners and customers to check that we are working on the areas for improvement highlighted in the previous review, that we still comply with the elements of the Standard and that we continue to maintain our high standards of customer care.
- 1.3 Details of the content of the review can be found at Appendix 2. The 2 partial compliances and the 7 areas for improvement from the 2019 Review were signed off.

2. Supporting Information

- 2.1 The Customer Service Excellence Standard focuses on person-centred services with the emphasis on developing customer insight, understanding the user's experience and measuring service satisfaction.
- 2.2 The ethos of the standard supports our vision and desired outcomes which

are articulated in our Customer Experience Strategy. The Standard allows us to measure our success in achieving these whilst also identifying any areas which may require further attention.

2.3 Outcome of the Reaccreditation

The Assessor's recommendation was the renewal of WCC's Customer Service Excellence Standard which was ratified in February.

The review identified:

- 8 elements at compliance plus (Appendix 4)
- 18 areas of good practice (Appendix 4)
- 5 elements at partial compliance (Appendix 3)
- 14 areas for improvement (Appendix 3)

2.4 The Assessors full report can be found at Appendix 1.

3. Timescales associated with the decision and next steps

3.1 The Standard requires annual reviews which check compliance against the Standard, including progress on the previous compliance framework, levels of complaints, customer satisfaction with service delivery and service developments in those areas highlighted for improvement.

3.2 The WCC annual review is scheduled for mid-January/early February 2021.

3.3 Subject to Cabinet approval WCC lead officers within each directorate will subsequently develop a schedule of customer journeys for the Assessor to review.

3.4 Additionally, the responses to the elements found as partially complaint and those areas highlighted as requiring improvement, detailed in appendix 3 will be presented to the Assessor for reassessment within the review.

4. Financial Implications

4.1 There are no financial implications

5. Environmental Implications

5.1 There are no environmental implications

Appendices

1. Appendix 1 – Warwickshire County Council Final Report
2. Appendix 2 – Recertification 2020 review details
3. Appendix 3 – Partial Compliances and Areas for Improvement

4. Appendix 4 – Areas of Compliance Plus and Areas of Good Practice

Background Paper

Customer Service Excellence Standard

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The report was not circulated to the following members prior to publication:

Local Member(s): None

Other Members: Councillors: Warwick, Singh Birdi, O'Rourke, Boad, Falp.