



To: Executive Councillor for Customer Services and Resources
Report by: Jonathan James Head of Customer Services
Relevant scrutiny committee: Strategy and Resources October 2012
Wards affected: All Wards

CUSTOMER ACCESS STRATEGY 2012 - 2015

Key Decision

1. Executive summary

- 1.1 This report presents and recommends the approval of the Customer Access Strategy 2012 - 2015.

2. Recommendations

The Executive Councillor is recommended to:

- i. Approve the Customer Access Strategy 2012 –2015 and accompanying action plan.

3. Background

- 3.1 The implementation of the first Customer Access Strategy (CAS) in 2008 has seen the continued development of the Customer Service Centre (CSC) to provide more joined-up services. Since its inception the CSC has brought together an increased range of services to customers through the contact centre, on-line services, face to face meetings and payments (formerly cashiers) in one location and over extended hours of operation.

- 3.2 As the first CAS comes to an end we believe the time is right for a further, more fundamental shift in the Council's customer relations as the needs of customers and society as a whole change. The change will need to be driven by innovation at all levels and in all ways – people, processes, and technology. We will need to develop multiple ways for customers to access our services. These access routes to council

services will harness technology to improve the speed and flexibility of service provision. Services that are provided in partnership will also be developed to allow greater flexibility and ease of access.

3.3 This new strategy outlines the Council's vision for customer service over the next three years. The strategy has been designed to be a "high level" document setting out the overarching framework for customer service in Cambridge City. It builds on the implementation of the first strategy and the continued development of services in the Customer Service Centre (CSC) over the last three years to provide more joined-up services.

3.4 The strategies overall objectives are:

- To value our customers
- To improve customer satisfaction
- Through consultation and feedback listen to our customers and respond
- Deliver improved ways of getting in touch with the council and accessing services - more convenient, easier and quicker
- Customers serve themselves where possible

4. Implications

(a) Financial Implications

Apart from a number of technical capital bids, which have already been approved there are no additional financial implications from the strategy.

(b) Staffing Implications

There are no additional staffing implications from this proposal

(c) Equal Opportunities Implications

The draft strategy was presented to the Equalities Panel on the 18th June 2012 and no additional equalities implications were highlighted by the panel.

(d) Environmental Implications

There are no additional environmental implications from this proposal.

(e) Procurement

There are no additional procurement implications from this proposal

(f) Consultation and communication

Comments and feedback from customers are received on a regular basis and have been taken into account in developing the direction of the strategy. Discussions also took place with housing tenants at the joint Robert at Home / South Side Partnership on the 24 January 2012.

(g) Community Safety

There are no additional staffing implications from this proposal

5. Background papers

The following background papers were used in the preparation of this report:

- Customer Access Strategy Implementation Outcomes - Strategy and Resources Scrutiny Committee October 2010

6. Appendices

Appendix 1: CUSTOMER ACCESS STRATEGY 2012 - 2015

7. Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

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