

**ECONOMY AND RESOURCES SCRUTINY COMMITTEE
30 JANUARY 2025**

CUSTOMER SERVICES STRATEGY 2025-2030

SUMMARY REPORT

Purpose of the Report

1. To consider the draft Customer Services Strategy 2025-2030 before approval by Cabinet on 4 March 2025.

Summary

2. The Customer Services Strategy 2025-2030 sets out our vision for delivering excellent services to our customers and in particular, how we will support customers to access Council services who, for whatever reason, are unable to use our on-line services.
3. Included in the strategy are our Customer Standards, which set out the timescales and standards our customers can expect from all Council services when they contact us.
4. A public consultation exercise has been undertaken on the strategy and a verbal report on the outcome of the consultation will be given at the meeting.

Recommendation

5. It is recommended that:
 - (a) Members consider the draft Customer Services Strategy 2025-2030 at **Appendix 1** and agree its onward submission to Cabinet.

Anthony Sandys
Assistant Director – Housing and Revenues

Background Papers

No background papers were used in the preparation of this report.

Council Plan	This report supports the Council Plan's ECONOMY priority to build a strong sustainable economy and highly skilled workforce with opportunities for all
Addressing inequalities	The Customer Services Strategy will ensure that residents who are digitally excluded are provided with appropriate support
Tackling Climate Change	There are no issues which this report needs to address
Efficient and effective use of resources	The continued promotion of on-line services with support for those who are digitally excluded will deliver efficiencies for the Council and its customers
Health and Wellbeing	There are no issues which this report needs to address
S17 Crime and Disorder	There are no issues which this report needs to address
Wards Affected	All wards
Groups Affected	All residents
Budget and Policy Framework	This report does not recommend a change to the Council's budget or policy framework
Key Decision	This is an Executive decision
Urgent Decision	This is not an urgent decision
Impact on Looked After Children and Care Leavers	This report has no impact on Looked After Children or Care Leavers

MAIN REPORT

Information and Analysis

6. The Customer Services Strategy 2025-2030 sets out our vision for delivering excellent services to our customers and in particular, how we will support customers to access Council services who, for whatever reason, are unable to use our on-line services.
7. The strategy focusses on 7 key aims:
 - (a) **Providing excellent customer services** – delivering all services through face to face, telephone or digital channels to our customer standards. Our Customer Standards set out the timescales and standards our customers can expect from all Council services when they contact us.
 - (b) **Making it clear how customers can contact us** – ensuring that digital channels are the first choice for contacting the Council, but always providing customers with information about how they can speak to a member of staff.
 - (c) **Making it clear what we can help customers with and what we can't** – being clear from the start about what services we charge for and those that we provide for free.
 - (d) **Providing support for those customers who are digitally excluded** – expecting those customers who can use digital self-serve channels to do so, freeing up our staff to help and support those customers who cannot use our on-line services and ensure no-one is left behind.
 - (e) **Delivering value for money** – using technology and customer data to improve services and deliver efficiencies, investing any savings into providing extra support for customers who need it.
 - (f) **Investing in our people** – ensuring our staff have the right skills and IT equipment to deliver services and support our customers.
 - (g) **Listening to our customers and using this to improve our services** – asking customers about the services they have received and using this feedback to make improvements, including complaints about our services.

Consultation

8. A public consultation exercise has been undertaken on the strategy and a verbal report on the outcome of the consultation will be given at the meeting.