

# Customer Focus Working Group

Wednesday, 6th November, 2019

## CUSTOMER FOCUS WORKING GROUP MINUTES

Members present: Alderman Rodgers (Chairperson); and  
Councillors Bunting, Flynn, Hanvey and Hutchinson.

In attendance: Mrs. R. Crozier, Customer Focus Programme Director;  
Mr. P. Gribben, Head of Digital Services;  
Mr. R. Kelly, Continuous Improvement Manager;  
Ms. K. Kennedy, Project Manager;  
Mr. M. Colligan, PA Consulting;  
Ms. M. McCann, Fathom;  
Mr. A. McCrea, Fathom; and  
Miss E. McGoldrick, Democratic Services Officer.

### **Election of Chairperson**

After discussion, it was:

Moved by Councillor Bunting,  
Seconded by Councillor Flynn,

Resolved - That Alderman Rodgers be appointed to the position of  
Chairperson of the Working Group for the period ending in May, 2020.

Alderman Rodgers took the chair and thanked the Members for his appointment.

### **Apologies**

No apologies were reported.

### **Declaration of Interest**

No declarations of interest were declared.

### **Update on Customer Focus Programme**

The Customer Focus Programme Director provided the Working Group with an update of the Customer Focus Programme to date. She reminded the Working Group that a report had been submitted to the Strategic Policy and Resources Committee which outlined the Programme's approach to the Equality Impact and Rural Assessment, customer engagement and the associated timeline, and a draft version of the 'Customer Vision' document that would be used throughout the draft consultation and engagement phase. She highlighted that further engagement with the residents of rural areas would also take place throughout the draft customer and engagement phase.

She presented the customer vision 'to provide easy to use and accessible services, whenever and wherever you need us' which related to the following objectives:

- First time Resolution - A joined-up service to get things right first time;
- Value for Money - Services that are cost effective and efficient;
- Accessibility for All - Services designed around needs; and
- Improvement – Feedback to improve our services.

She explained how the programme would transform the customer experience and outlined the components of the programme, such as the Customer Hub, Self-serve opportunities, online services, area based working and the improvement of service through standards.

She informed the Working Group of the current work being undertaken during the design and implementation phase and highlighted the requirement to future proof services through design refinement.

During discussion, the Customer Focus Programme Director explained further the proposed shift in organisational culture to put the customer first and the customer charter staff training, together with the research and benchmarking exercises which had been undertaken to support this.

During further discussion, Members highlighted the need for complaint reporting and governance, such as oversight by the Audit and Risk Panel or quarterly reports to the Strategic Policy and Resources Committee. The Customer Focus Programme Director advised that a review of the complaints process formed part of the programme and governance arrangements would also be considered.

The Working Group noted the information which had been provided.

### **Workshop Exercises**

After the presentation, the Working Group was provided with a recap of findings from the previous workshop and undertook a range of Workshop Exercises to discuss how the Customer Hub could improve and enhance the work of Elected Members and find new ways of working.

The Working Group noted that the findings would be analysed and presented at a future meeting and that any further feedback should be sent to the Customer Focus Programme Director.

### **Date of Next Meeting**

The Working Group noted that forthcoming meetings would take place on 8th January and 5th February.