

# Customer Focus Working Group

Wednesday, 8th January, 2020

## 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. C. Quinn, Customer Services Manager;  
Ms. K. Kennedy, Project Manager;  
Mrs. C. Dixon, Online Customer Experience Manager  
Ms. E. Lee, PA Consulting; and  
Miss E. McGoldrick, Democratic Services Officer.

### **Apologies**

No apologies were reported.

### **Minutes**

The minutes of the meeting of 6th November, 2019 were agreed as an accurate record of proceedings.

### **Declaration of Interest**

No declarations of interest were declared.

### **Customer Focus Programme**

#### **Update on Customer Focus Programme - Approach to implementation and outline plan**

The Customer Focus Programme Director provided the Working Group with an update on the approach to the implementation and the outline plan of the Customer Hub Programme. She advised that a report would be submitted to the Strategic Policy and Resources Committee in January in relation to the future blueprint and implementation plan.

The Customer Services Manager presented an overview of the programme to date. He reminded Members that the Customer Vision – Putting you first ‘to provide easy to use and accessible services, whenever and wherever you need us’ had been issued for consultation and roadshows had also been planned to take place in January.

He stated that completed work of the Discovery and Planning Phase included: the Website; Customer Relationship Management System; Customer Hub; Integration; Service Design and Implementation; and Emerging Opportunities.

He explained what had been achieved so far and highlighted the progress of three components of the programme: The Customer Hub; Website; and Services. He also provided details of how the programme would transform the customer experience and the future work which was required to achieve it.

The Online Customer Experience Manager advised that, as part of the Customer Focus Programme, the team would develop a new website. She informed the Working Group that some user testing was required with various groups at the beginning of the process and it was important that Members' opinions were captured. She explained that Fathom had been commissioned to carry out this work and would require volunteers from 13th January. She confirmed that Democratic Services would email the Working Group with details of the request.

In relation to Service Design, the Customer Service Manager highlighted that a draft Future Blueprint of Customer Hub and Cleansing and Waste Services had been developed, together with a Service Design Approach and draft Implementation Plan. He pointed out that Service Design on prioritised work streams had also commenced, which included:

- Elected Members;
- Customer Hub;
- Policies and Strategies;
- Missed Bins;
- Bulky Waste; and
- Wide and Thin approach (building capacity over time).

During discussion, Members questioned how the Customer Hub would interface with the public, how waste complaints would be managed, and highlighted the importance of the first impressions of the new service.

The Customer Focus Programme Director outlined the importance of the Customer Hub's relationship with elected members, customers, the services and front line staff, and the need for effective communication across all of these stakeholders to become more responsive to customers' needs. She advised that customer service standards would be developed across all Council services to ensure a consistent responsive service would be received. She explained that, for the September launch, as much information as possible would be provided for customers and staff at first point of contact with the new Customer Hub but that services would continue to improve as more services were brought on board, together with further training and the development of staff.

In relation to Greenwich Leisure Limited complaints, she informed the Working Group that the Council would work with the Council's Partnership Manager and Active Belfast Board to ensure that relevant information on Leisure Services was available via the Customer Hub and to share the development and consistency of approach across the Leisure assets.

During further discussion, the Customer Focus Programme Director advised that a review of the current complaints process formed part of the programme and that lessons identified across customer contact channels including the Contact Centres would be taken into account in the design of the new approach.

The Working Group noted the information which had been provided.

**Ideation Session - Generate ideas to solve some of the key challenges**

The Project Manager provided an overview of the last workshop session on how the Customer Hub could improve and enhance the work of Elected Members. She confirmed that the Journey and Empathy Mapping had now been completed and the next workshop would examine the following four key areas:

- Education – How the Council Works;
- Contacts – Who are the key people;
- Real Time Information – To be kept updated; and
- Golden Access – What would help Councillors?

The Working Group undertook a range of Workshop Exercises and noted that the findings would be analysed and presented at a future meeting.

#### **Date of Next Meeting**

The Working Group noted that the next meeting would take place on 5th February.