

# Customer and Corporate Communications - SERVICE PLAN - 2019-20 Head of Service: Ken Miles

Team: Customer and Corporate Communications Version No: 1 Date: November 2018

## Corporate Objectives

- 1) Growing North Devon
- 2) Organisational Development

Provides first point of contact for the council's customers, aiming for maximum resolution at first point of contact, via telephone, email, face to face, provides all aspects of customer communications including media relations, social media, direct communications, website and intranet content, internal communications, campaigns, co-ordinates customer feedback and provides the council's design, print and postal services

## ACTIONS AND OBJECTIVES

## Resources

Action No.	Corporate Plan	What you aim to achieve				Risk	Managed by	Assigned to	Resource Requirement		Dates		FINANCE			Additional Comments			
		Headline Action	How will it be delivered? Is a business case or PID required?	What will be delivered and what are the benefits?	Measures - how will we measure success?				ICT HR Legal Estates Procurement Communications Consultation Other	Date for Required Resource (be as accurate as possible)	Start Date	Target Date for completion	Revenue - £ Expenditure / (Income) Reduction (-) / increase (+) Show costs as accumulated Estimate (E) Actual (A)		Capital - £ Expenditure / (Income) Reduction (-) / increase (+) Estimate (E) Actual (A)				
Action No.	Corp. Obj No.	ACTION	DESCRIPTION	OUTCOME	MEASURES	RISK	LEAD	OFFICER/TEAM	RESOURCE	DATE	START	TARGET	Y1 2 19/20	Yr 2 20/21	Yr 3 21/22	Y1 2 19/20	Yr 2 20/21	Yr 3 21/22	
CCC 01 <b>(New 2019)</b>	2	Review the Design Print and Post service	<b>A review to establish the impact on the service of several new paper-free systems being implemented which are likely to significantly affect the amount of printing needed.</b>	A fit for purpose service that reflects the needs of the business. Team to be amalgamated onto one site at BEC.	Post savings, team on one site	Review shows a continued need and therefore no savings made	Claire Holm	DPP	DPP, Finance, Admin leads in service areas	Dec-18	Dec-18	Sep-19	(25k)	(25k)	(25k)				Savings come from two posts - Postroom and facilities officer and business support officer

## Set out below are those Service Plan Actions that are still live from 2018/19

C&C 02 18/19	2	Communications and Customer support for round remodelling	<b>Communicating day changes and ensuring customer services staff are equipped with the information for customers</b>	Customers are aware and co-operate with day changes	Low number of customer interactions and complaints.	Reputational - customers unaware of changes and complain. Operational - not enough staff to handle interactions	Claire Holm	Amy Carr	Comms/Customer Services	Jan 18 - April 18	Jan-18	Apr-18							Request target date changed to March 2019 as remodelling has been delayed.
C&C 03 18/19	2	New contact centre system	<b>Support the development of the new telephony, taking the lead on the specification for the new contact centre</b>	Advisors able to work more flexibly. Ability for any staff in the organisation to support CS calls. Give equal weighting to all transactions. Possibility of introducing webchat	Will save time as we'll be able to make our own changes without asking and waiting for the supplier. Customers flowing more smoothly through the IVR. Digital customers given same priority as telephones.	Don't procure the best system - leading to customer and advisor frustration.	Sarah Higgins	Customer Services	ICT	Apr-19	Apr-19	Dec-19		£25k	£25k	£63k			Request target date changed to March 2020
C&C 04 18/19	2	Train investigating officers on the new Covalent feedback module	<b>Train officers in how to process and respond to customer feedback using Covalent</b>	Saves admin time in the feedback team. Outcomes tracked on Covalent so more transparency.	More capacity in the Feedback team. Culture change of learning from feedback.	Investigating officers don't use the new system properly meaning benefits not realised on the admin side.	Helen Morse	Feedback	Feedback	April - December 2018	Apr-18	Dec-18							Request target date changed to June 2019 due to delay in implementing the system due to dealing with high rise in complaints last year.
C&C 05 18/19	2	Develop digital services	<b>Implement GovDelivery alert system. Place self service tablets in reception. Introduce single sign on for EHH and Revenues.</b>	More customers able to interact and transact with us via digital channels	Customer satisfaction increases. More capacity in the CS team to deal with more complex queries.	Customers don't use digital services.	Claire Holm	Comms and Customer Services	Comms and Customer Services. ICT.	April 2018 - March 2020	Apr-18	Mar-20				£20k			Updated to reflect we no longer need 'My Account' due to Revenues introducing their own self service system. Costs for single sign on covered through existing contract. £20k is current quoted price for tablets but unsure we will go for this product. Likely we'll go for a much cheaper solution.

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C&C 06 18/19	2	Review internal communications	Survey to all staff followed up by focus groups.	Improved communication and engagement channels with staff to help them feel more valued, engaged and part of the organisation.	Follow up survey to test whether improvements have increased staff satisfaction	Staff don't engage in the exercise and don't feel it has any value	Claire Holm	Holly Webbe/ Tracey O'Farrell	Comms	April 2018 - March 2019	Apr-18	Mar-19							Request target date changed to end of 2020 due to new technologies being introduced that could impact positively on internal comms.