

The “One Council” approach

**Becoming
Excellent**

We’re already a “good Council” ...

- With many examples of great practice and lots of positive outcomes for our communities.



**Bath & North East
Somerset Council**

“One Council” focused on our communities & customers

HOW we work as **ONE** for the community and our customers

ONLY *promise what we can deliver*

NURTURING *creativity & innovation*

EXCELLENT *in everything we do*

What does “One Council” mean?

- Being more ‘joined up’?
- Not passing customers from pillar to post?
- We all understand what the Council wants to achieve?
- We all work towards the same goals?
- We understand what our customers want / need and how to provide it?

Customer Service vision...



Customer Service Principles

Four principles

1. **Put the Customer First**
2. **Easy Access to Services - Right Time, Right Place**
3. **Do it Once, Do it Right**
4. **Efficient & Effective**



Principles for How we work...

1. Improve Access to services/information

- Design cost effective, efficient and user friendly means of contacting the council and then encourage our customers to use the channels that work best for them
- Provide a full range of contact channels for each of our services, with some channels providing enhanced access for customers with special requirements

2. Avoid Unnecessary Contacts

- Reduce the need for our customers to contact us by reducing red tape, automating processes and working with partner authorities to provide “joined up services”

3. Ensure Digital Inclusion

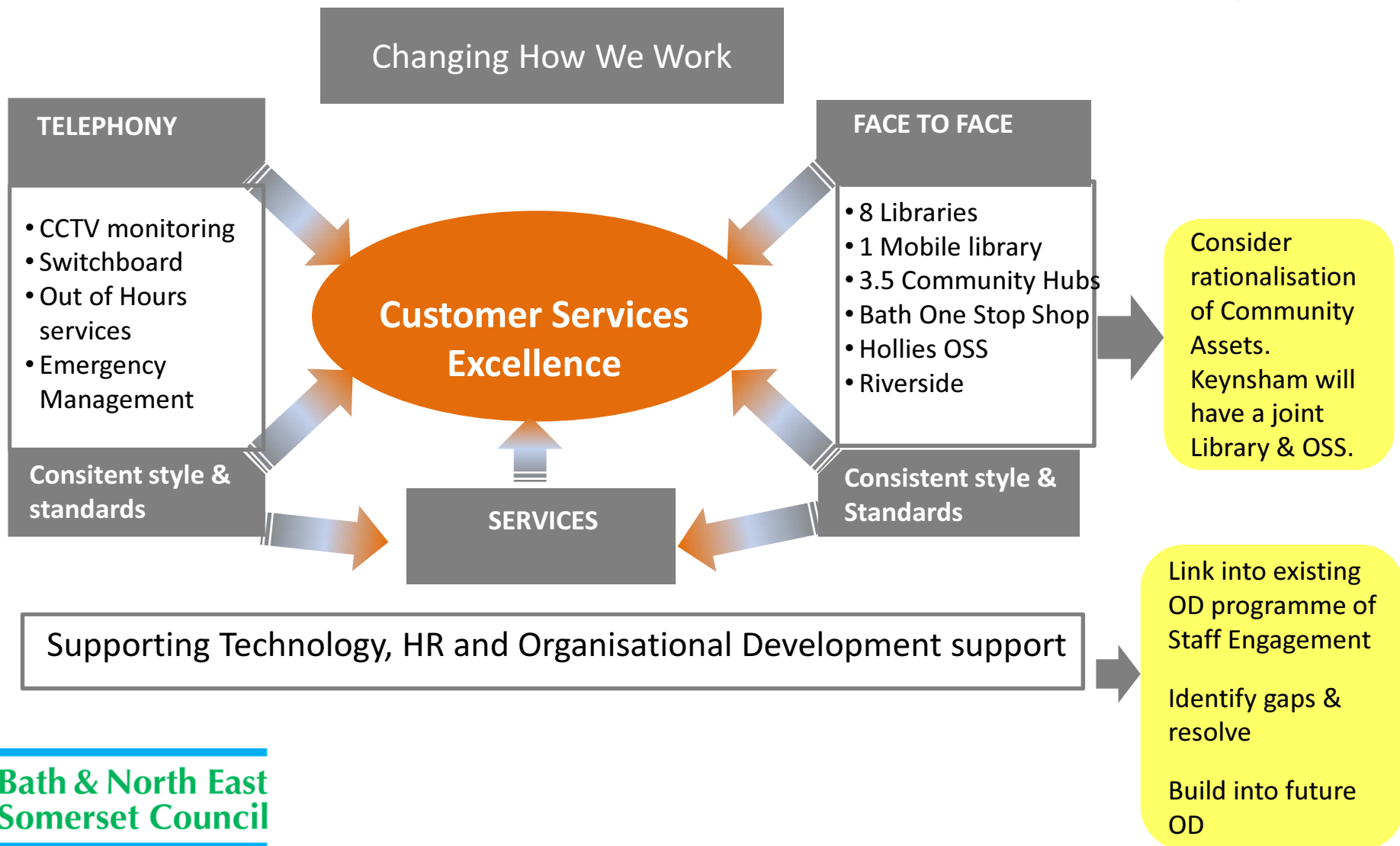
- Ensure that citizens who do not have access to digital channels at home or work are not disadvantaged when communicating with the council ”

Customer Service Excellence

- Listen to and understand our customers.
- Join up internally, make best use of time and resources, act as a single organisation.
- Work in partnership with others moving from ‘one council’ to ‘one public service’.
- Clear about what we can and can’t provide.
- Share information and best practice.
- Empower our staff to make decisions and innovate, to improve services for customers.

Customer Services Excellence...

Getting ready for the future...



“One Council” Organisational Development Programme

Three Workstreams



OD Programme Supporting staff through change :

- Challenges of putting Customer at the heart of what we do & ethos of ‘One Conversation’
- Impacts of introducing mandatory House Standards & Style for customer contacts

Customer Service Offer

Customer Service Excellence

Services are;

- more accessible
- more convenient
- more responsive
- more cost effective
- targeted to meet the needs of the community

1. Reduce Face to Face Offices

- Council & Partners available in a single location
- Customer's needs identified & met in one visit / call
- Resources focussed on most vulnerable
- Many organisations sharing more efficient use of public funds
- Cross-skilled teams to maximise resources & increase flexibility

2. Limited number of Published Telephone Nos

- Provide fast access to an expert officer and to reduce the amount of irritating low value calls that our residents have to make
- use the emerging mobile phone technology in a tactical manner to provide better access to information for targeted user groups, to reduce costs, increase speed of communication or reduce direct contact
- Corporate telephone teams first point of contact using consistent technology Contact Centre Management (CCM) to increase flexibility
- Consistent standards, monitoring and publication of how we are doing
- Support for lone workers & contact for building management
- Proactive responses using shared technology and resources

3. Working differently with the Technology to help

- CRM & Sharepoint widely used or accessed across the organisation giving a single customer view & the ability to collect data once and share (appropriately) many times
- Provide a single, comprehensive, easy to access and up to date website that allows anyone to transact and interact with the council 24/7
- Reduce the amount of post/paper and email communication by better use of electronic channels and work to consistent standards of response when used
- Improve the use of social media to reach a wider audience, quickly & in real time to improve engagement with the community & drive users to the website also supporting channel shift

The Role of Customer Service

**Customer Service a corporate centre of Excellence
and are there to support!**

Impacts on Services...

- Continuous improvement likely need our support
- Priority of support may be driven by financial or customer driven need for changes to how we work
- Consistent standards & monitoring supports corporate CSE accreditation

Impact on Staff...

- May need more customer service training to support cultural & attitudinal changes as well as working differently & from different places

Impact on Customers...

- Will have improved Experience and have more choice to access services when & how they want to
- Customers at the heart of what we do – so customers feel listened to and can see changes !

