The “One Council” approach

We’re already a “good Council”…

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

“One Council” focused on our communities & customers

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?

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
Customer Service vision…

Efficient partnership working to support the most vulnerable

Easy to access ‘joined up’ services for local people

Customer Excellence Programme

Welfare Reform impacts

Council Services

Partner Organisations

Customer Service vision/ellipsis
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
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.

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**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...

Changing How We Work

TELEPHONY
- CCTV monitoring
- Switchboard
- Out of Hours services
- Emergency Management

Consistent style & standards

FACE TO FACE
- 8 Libraries
- 1 Mobile library
- 3.5 Community Hubs
- Bath One Stop Shop
- Hollies OSS
- Riverside

Consistent style & Standards

Consider rationalisation of Community Assets. Keynsham will have a joint Library & OSS.

Supporting Technology, HR and Organisational Development support

Link into existing OD programme of Staff Engagement
- Identify gaps & resolve
- Build into future OD

Bath & North East Somerset Council
“One Council” Organisational Development Programme

Three Workstreams

Staff and Leadership Engagement

Workplaces, Customer Excellence & Connecting Communities:
“Changing How We Work”

10 in 100
10 projects delivered by staff in 100 days

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

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!