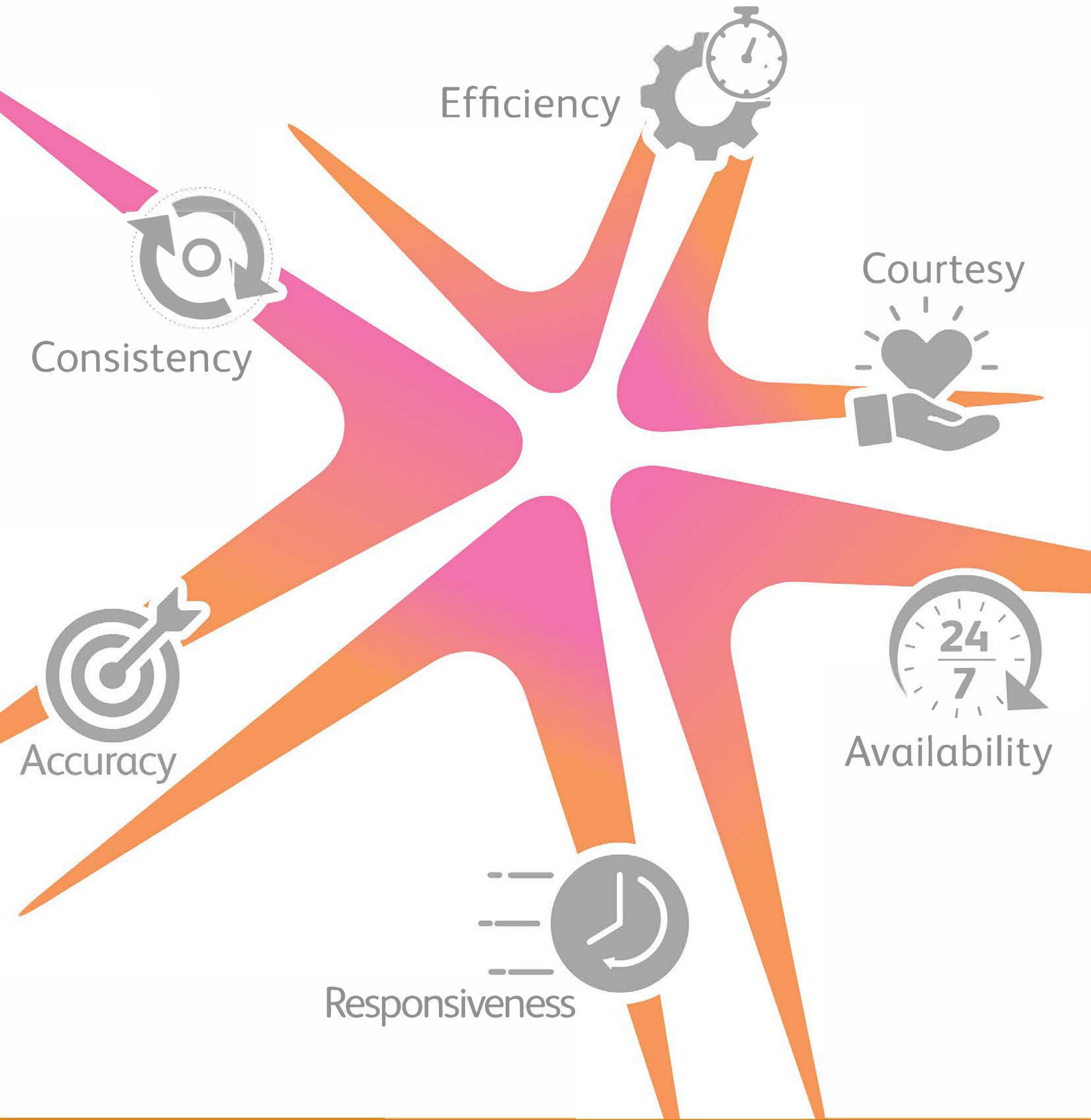


CARDIFF COUNCIL'S

Customer Strategy



PURPOSE

Cardiff Council's Customer Strategy was developed in order to provide guidelines that will support our ambition to provide first class services. It contains the principles that will enable us to deliver benefits by exploring new ways of working, increasing service accessibility, and improving customer service.

This document covers the following components;

- ▶ **Purpose**
- ▶ **Introduction**
- ▶ **Where Cardiff is now**
- ▶ **Vision**
- ▶ **Where we want Cardiff to be**
- ▶ **Governance**

This strategy will enable Cardiff Council to achieve the 'Customer First' approach, detailing clear objectives over the next 5 years which provides our customer with clear guidance of how their interactions with the authority will be handled.

This Customer Strategy is intended to run alongside and support the Digital Strategy, specifically the Connected Citizen's strand. It will also feed into the Capital Ambition programme, which sets out the Council's priorities for the administration over the next 5 years, while continuing to fulfil its obligations under the Wellbeing of Future Generations (Wales) Act 2015. The successful implementation of this Strategy will enable Cardiff Council to deliver services with customer experience at its forefront, while achieving the other six wellbeing objectives as set jointly by the public service board in Cardiff.

To support this Strategy, the following guidelines have been created to form the Customer Services suite of documents:

- ▶ **Customer Service Standards**
- ▶ **Customer Charter & Children's Charter**
- ▶ **Customer & Digital Champions Framework**

The importance of excellent customer care has to be imbedded into any successful organisation. As demand for council services increases, listening to our customers - the residents of our city - is essential to the city's success on delivering excellent customer service.

Cardiff Council's Customer Strategy sets out clear objectives and commitments over the next 5 years for both our workforce and our customers alike. Working in conjunction with Cardiff's Digital Strategy we aim to provide simple, accessible channels for our customers to communicate with us. We will work to ensure we provide excellent customer service from our highly skilled staff, using processes that address our customers' needs and utilising feedback to help shape and create a customer experience that is convenient and effective.

Excellent customer care is a golden thread that runs through all of our service delivery and I am pleased to tell you we have produced a Customer Charter, Childrens Charter and a set of Customer Service Standards. These documents are a pledge to our citizens that will help define what customers can expect when they deal with Cardiff Council. We strive to ensure that regardless of what service citizens choose to access, staff will do their best to deliver the same consistent and efficient standard of customer care.

Customers have told us that they appreciate flexibility in how we deliver our services and are looking for customer support and interaction on a 24/7, 365 days a year basis. We are committed to ensuring we deliver services with the resources we have whilst investing in and utilising current and emerging technology to empower our customers to access services both in and out of traditional office hours .



Councillor Chris Weaver

INTRODUCTION

The importance of excellent customer service has never been more vital to any organisation. As demand for Council services increases the customer experience we deliver needs to be consistent, accurate and effective. Delivering services our customers both need and want.

Our customers and staff have been the driving force behind the creation of our Customer Service Standards, the Customer Charter and the Children's Charter. We believe our customers have the right to know what level of service they can expect from us and how we will put things right when things go wrong.

As part of Cardiff Council's ambition to deliver a first class service throughout the organisation we are now members of the Institute of Customer Service (ICS) who are an independent, professional member's body for customer service who work with hundreds of companies throughout the UK in wide variety of sectors. As members, Cardiff Council are able to utilise their expertise and have access to research on a number of different aspects that creates 'customer service'.

We have invested in training, providing Council staff with a range of customer service training which is adaptable and relatable to the demands of the multiple roles within the council. Our staff have the opportunity to enhance their skills to deliver the highest standards of customer service aligned with the knowledge and skills they have for their service.



AVAILABILITY



RESPONSIVENESS



COURTESY



ACCURACY



EFFICIENCY



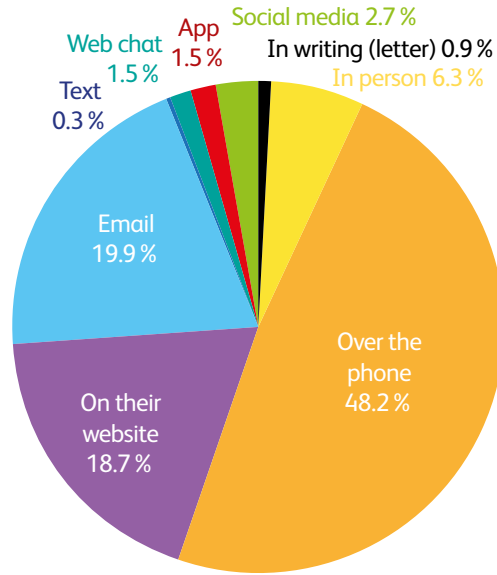
CONSISTENCY

FOLLOWING THE 2020 'ASK CARDIFF' SURVEY, OUR CUSTOMERS SAID:

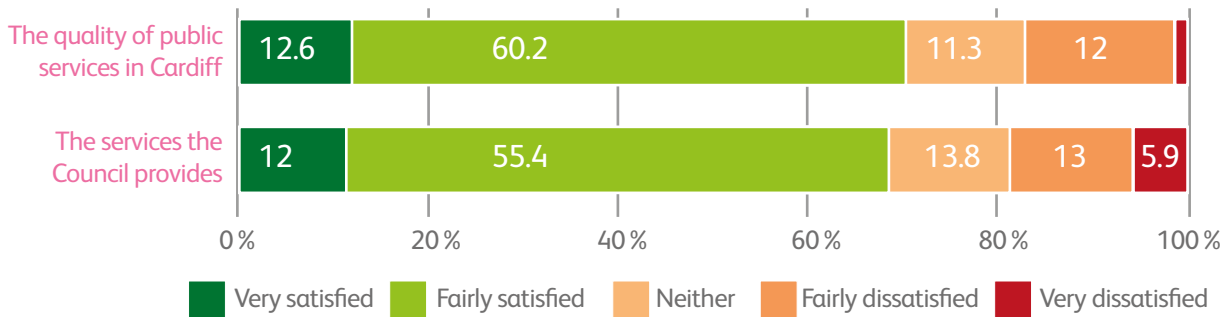
FREQUENCY OF CHANNEL?

The proportion of customers using each channel for their interaction, for Cardiff Council

Number of responses	Base
In person	21
Over the phone	160
On their website	62
Email	66



OVERALL HOW SATISFIED ARE YOU WITH THE FOLLOWING?



Just over seven out of ten respondents (72.7%) were satisfied with the quality of public services in Cardiff – the highest figure recorded since 2016. Satisfaction with Council services was at the highest level for five years, with 67.4% of respondents describing themselves as 'Very' or 'Fairly' satisfied (an increase of 10.8 percentage points from 2019).

DID YOU KNOW THAT IT COSTS THE COUNCIL?

£12

For each web chat interaction



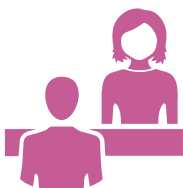
£7

For each email response



£15

For each Face to Face interaction



£4

For each call handled



£2

For each social media interaction



CUSTOMER COMMENTS – ASK CARDIFF

Recent information received regarding community wellbeing centres. Good idea.

Do what you say you'll do

I love Cardiff; particularly its green spaces and its diversity. My only wish, it could be made safer at night.

Keep up the good work.

Hope you will boost Welsh language education.

Being part of a thriving community is important and not diluting services.

It is important to keep open community facilities i.e.: libraries and leisure centres and parks.

The litter in the city and surrounding areas is terrible

PLEASE sort out infrastructure!!!
The roads are becoming completely blocked.

Keep promises

In Cardiff, as in other cities, I think that sustainable transport has to be a priority. We need to encourage cycling, with cycle "superhighways" and other schemes. Public transport should be electric. I am pleased that we are already starting to do both these things.

I would like to see more information about local recycling facilities and how to make the best of them

Take the environment and climate change seriously

IT self-service is good if it's easy to use, providing there is a human readily available and easy to access for back up

I appreciate the efforts that the Council make to ensure Cardiff remains a vibrant and growing City.

The local community hub and local Dusty Forge are excellent places to get help and advice and should be advertised and supported more. Both offering an excellent support and advice centre that I have myself used and supported people to on many occasions.

Reduce waste within the council

Ensure that amenities such as libraries and parks remain open and accessible as possible, and that community activities are supported

I especially like the 'hubs', integrating clinics/GPs into one building and welcome this transformation, freeing up Hospital admittances/patient appointments.

Keep front line services, greater use of IT, maintain essential services but inform residents what they getting for their money.

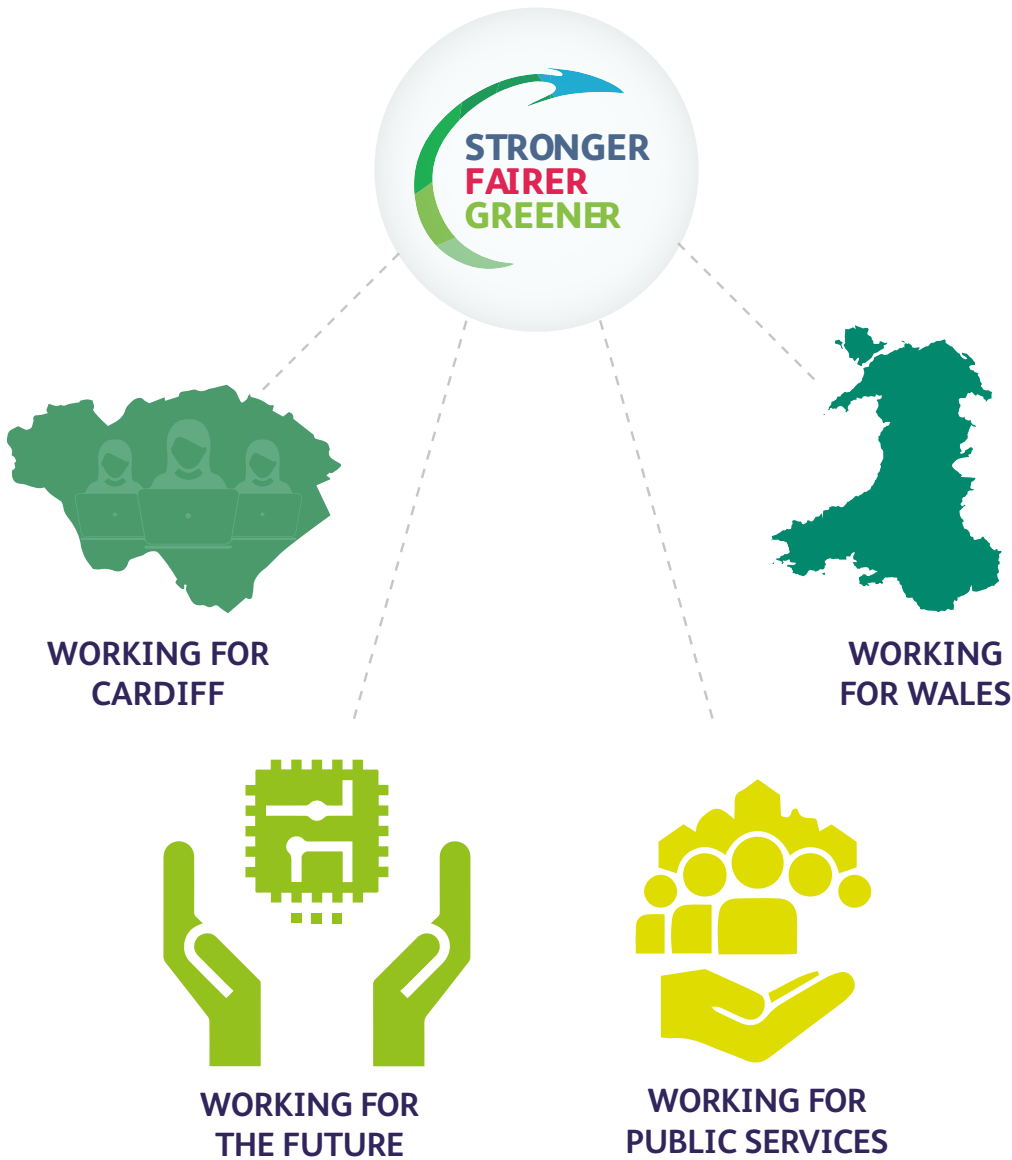
The service I had from Cardiff City Council has been superb especially with recycling. I was at the hub in the City and I must say I had 1st class service from the staff. I had an amazing result and all credit must go to your trading standards team.
A big thank you CARDIFF CITY COUNCIL

Listen to customer



VISION

To provide excellent customer service from highly skilled staff using processes that address customer's opinions, complaints, feedback and everything in-between.



STRATEGY & CULTURE

Developing a customer focussed culture within the authority to meet our customer needs and expectations.

PROCESSES

Our Processes are designed around our customers with our access points attractive and simple to use. Our Customers are central to the development of new and improved services.

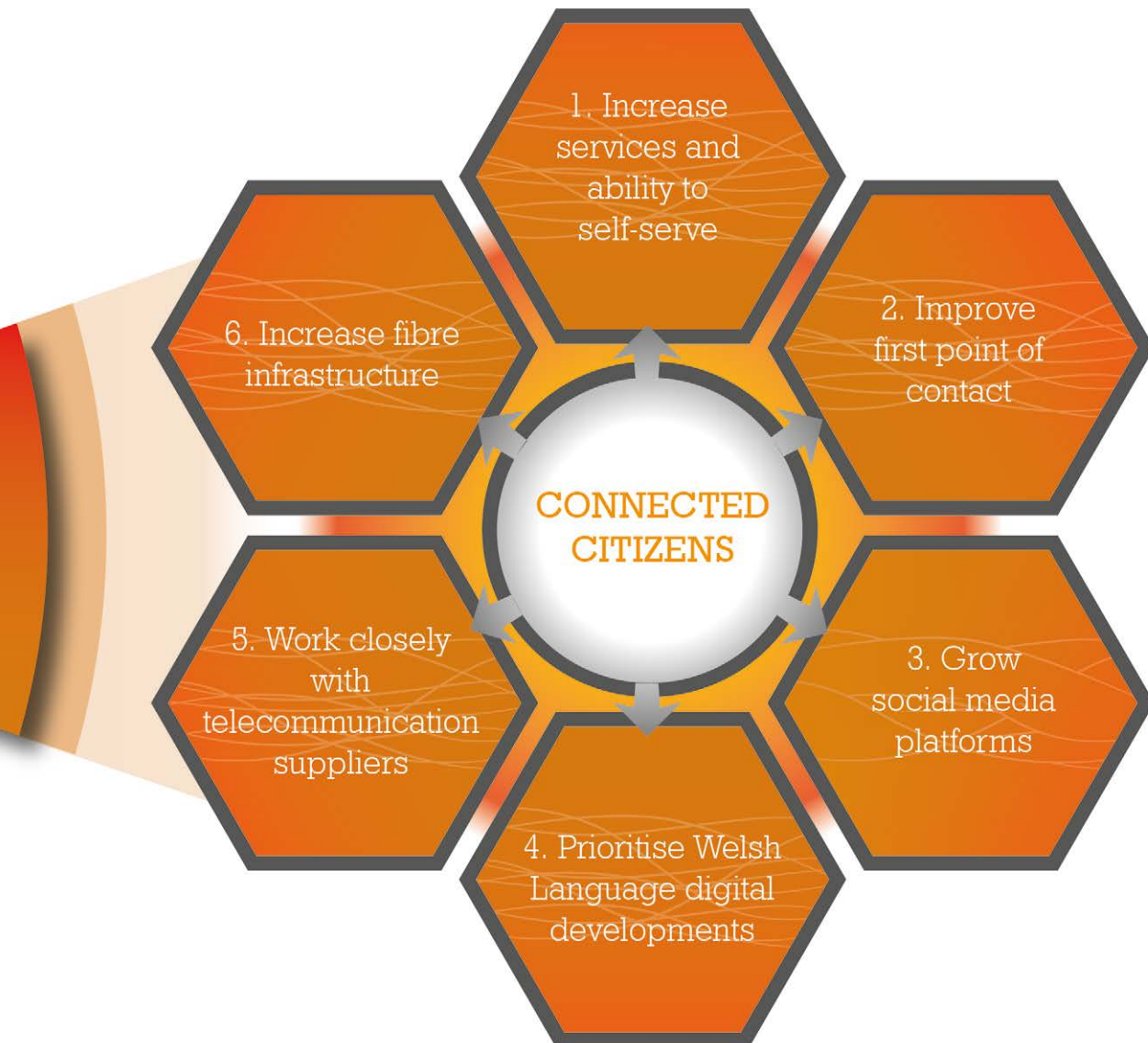
PEOPLE

Our workforce are well trained and knowledgeable. We will keep our customers informed of progress and respond in a timely manner to enquiries and complaints.



As part of our digital strategy “Connected Citizens” identifies 6 digital priorities which will have a positive impact on Citizens.

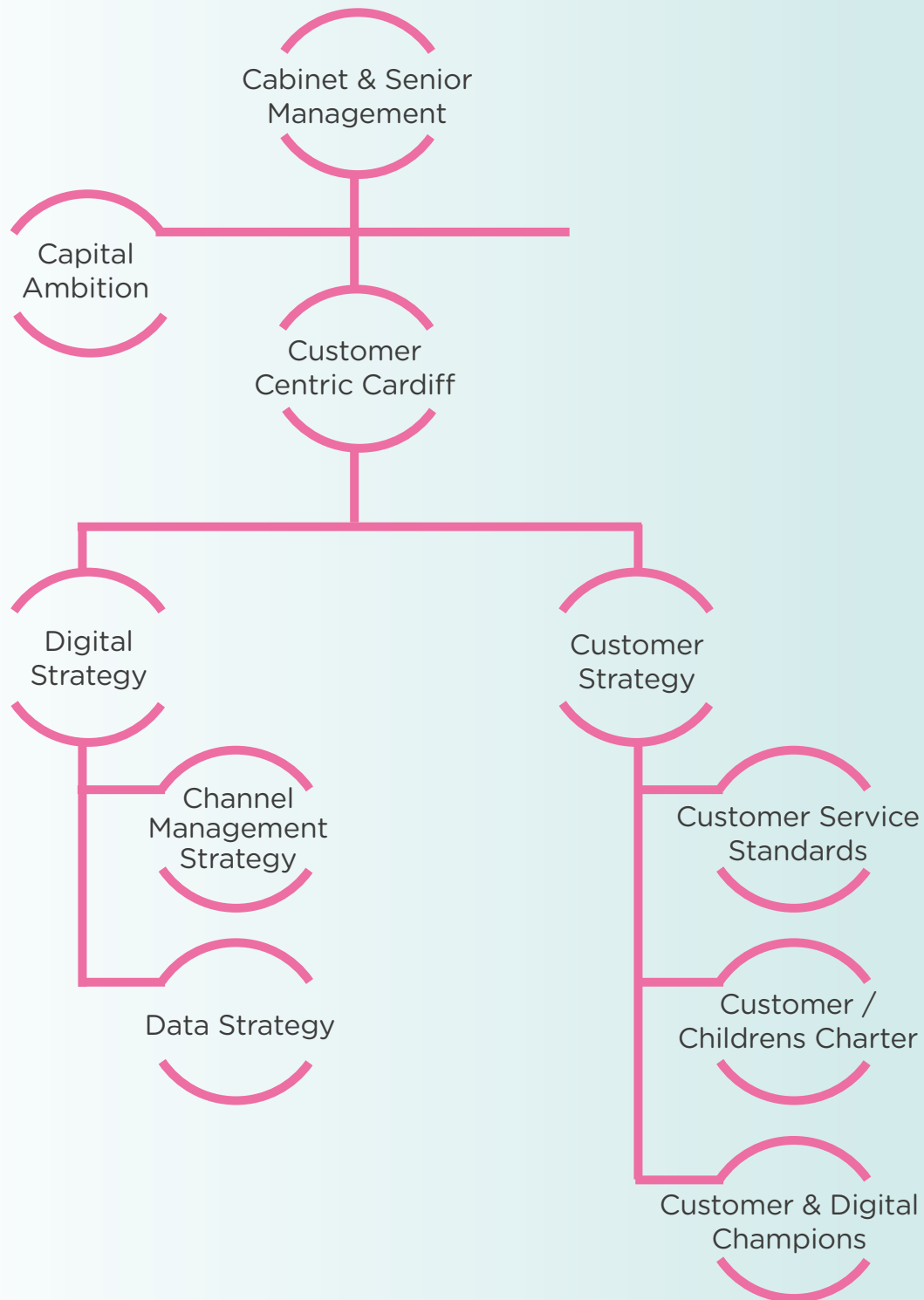




1. Develop a roadmap of services that will become available to citizens across digital platforms (Cardiff.gov.uk website, mobile app, emerging technologies) that are fully integrated with back office systems to secure better, quicker outcomes for citizens.
2. Deploy emerging technology in the field of artificial intelligence, such as a virtual agent to support citizens' needs 24/7.
3. Apply consistent service standards across social media platforms to ensure that accessibility and usability is equivalent.
4. Continue to work with suppliers and other public sector organisations to ensure the Council fulfils its obligations under Welsh language standards, enabling citizens to access services in their language of choice.
5. Work closely with telecommunication suppliers to ensure that digital infrastructure is expanded to provide improved coverage across Cardiff.
6. Work with internal and external partners to increase fibre availability, facilitating the use of emerging and future technologies. We will ensure inclusion of fibre assets in infrastructure projects to increase and improve connectivity for citizens as a greater fibre network will increase choice, reduce cost and improve quality of service.

WHERE WE WANT CARDIFF TO BE

- Embody the Customer Service Standards
 - A pledge in the form of the customer charter
 - Mandatory customer service training for ALL staff
 - Creating a customer first culture organisation
 - Aim to get it right the first time, every time; reducing the need for multiple contacts
 - Recruiting staff who are focused on providing good customer service and outcomes for customers
 - Provide a simple and effective complaints process for easy resolution and solutions
 - Increase customer satisfaction scores to significantly boost trust, reputation, loyalty and recommendation
- Bobi (Cardiff's Chatbot) is at the heart of our personalised self-service technology for customers. Bobi will ensure productivity, efficiency, better customer service, cost savings and an innovative way to build our future capabilities on a 24/7 basis
 - The website is the gateway to councils services being accessible on all devices; information is easy to find and is up to date at all times
 - The Cardiff.gov app is easy to install with customer feedback and insight driving the service design
 - Customers can complete most tasks digitally from start to finish without any need for intervention
 - Customers can get the support they need to access services digitally with an option for face to face and telephone services
 - Ensure language choice is accessible across all channels representing all communities
 - Develop a group of Customer & Digital Champions who will work with our staff and customers to educate and promote on Customer & Digital activities
- Build customers' trust through transparency communication and engagement
 - Educate and excite citizens with new and emerging technologies
 - Provide a suite of Customer Service Training for all staff at all levels
 - Ensure customers' needs are addressed and help influence the design of council policies , services, systems and procedures
 - Regularly survey our customers to measure our progress
 - Work with the youth panel to gain feedback, insight for now and for future proofing



- Cabinet and Senior Management Team accountable for delivering the Customer agenda
- The Cabinet Member for Finance, Modernisation and Performance will oversee the delivery of the programme
- Customer and Digital Cardiff Board to drive agenda, offering leadership and support
- Monthly meetings chaired by Chief Executive
- Regularly updated on initiatives
- Trusted advisory meetings with Institute of Customer Services
- Regular Customer & Digital Champions Working Groups



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