

## Customer First Strategy Action Plan 2016-2018

### 1. Internal Communication of Customer First Strategy

<b>Actions</b>	<b>Lead/s</b>	<b>Resources</b>	<b>Timescales</b>
Corporate briefing and introduction to all staff of Customer First Strategy.	Director of Corporate Services & Governance & Corporate Customer Services Manager	Staff resources to prepare and deliver briefing.	July 2016
Presentation and discussion of Customer First Strategy at DMTs and team meetings	Corporate Customer Services Manager	Staff resources to facilitate discussion	July 2016
Develop Customer First area and resources for staff on the intranet	Customer First Communications Champion	Staff resources to develop intranet	August 2016
Develop induction process for new staff on Customer First Strategy, expectations and corporate communication standards.	Corporate Customer Services Manager, Communications Manager & Customer First Communications Champion	Staff resources to develop material. Online e-learning package	August 2016
Embed the Customer First Strategy with operation of the Communications Board to ensure synergy with recommendations and actions from the Board.	Director of Corporate Services & Governance & Customer First Communications Champion		ongoing

### 2. External Communication of Customer First Strategy

<b>Actions</b>	<b>Lead/s</b>	<b>Resources</b>	<b>Timescales</b>
Publish Customer First Strategy on the Council website and promote through the Council's social media.	Customer First Communications Champion & Communications Manager		July 2016
Promote Customer First through the marketing and promotion of My Hastings.	Customer First Communications Champion	Staff resources to develop materials, attend events. Posters/business cards	June 2016 onwards
Continue to develop Customer First standards and principals through the Community Contact Centre as a centre of excellence.	Corporate Customer Services Manager & Contact Centre Operations Manager		ongoing

### 3. Implementation of Customer First Strategy

<b>Actions</b>	<b>Lead/s</b>	<b>Resources</b>	<b>Timescales</b>
Develop Customer Service training	Executive Manager of People, Customer	Staff resources to develop	Begin Sept 2016

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programme and framework for all staff. All new staff will receive Customer Service training as part of their induction to the Council.	& Business Support & Corporate Customer Service Manager	training programme. Training resources – online, materials and external training resources	
Develop and produce regular customer insight data, identify service improvements required and work with services to review and redesign processes improving the customer journey.	Corporate Customer Services Manager & Service Managers	Staff resources to produce data. Resources required to implement improvements currently unknown.	Regular reports of Firmstep customer data and cases already produced for Transformation Team and Service Managers for services currently on Firmstep.
Design and undertake regular customer satisfaction/feedback surveys and mystery shopping to inform service improvement priorities.	Corporate Customer Services Manager	Staff resources to design and undertake surveys. Survey software and IT resources to carry out survey.	Sept 2016
Ensure there is a 'Customer' representative as part of service review teams to represent the customer and ensure customer first principals are embedded in any service improvement recommendations.	Director of Corporate Services & Governance		July 2016
Develop links and referral processes with the Community Contact Centre and external support agencies and organisations particularly around employability in order to provide support to those most in need.	Corporate Customer Services Manager	Staff resources to make contact with external agencies and develop procedures. Training of CSOs. IT resources to develop simple online referral process and information.	Oct 2016
Continue to work with the recently established Communications Board to represent the voice of the customers and ensuring there is always a customer focus and consistency to all content.	Corporate Customer Services Manager		ongoing
My Hastings/Firmstep project – new CRM system for whole council, business process mapping services and implementing self service processes for customers	Transformation Manager	See Transformation plan	
New Council website redeveloped and	Transformation Manager	See Transformation plan	

Actions	Lead/s	Resources	Timescales
launched to be customer focussed, accessible and encourage online services.			
Business Process Mapping project to process map all services and identify improvements for internal and external customers.	Transformation Manager	See Transformation plan	
Assisted Digital and Digital by choice project to ensure that those who do not have personal access to the internet are able to access Council services from alternative sources	Transformation Manager	See Transformation plan	