

WE ARE
SANDWELL!



Customer Feedback Annual Report 2023/24

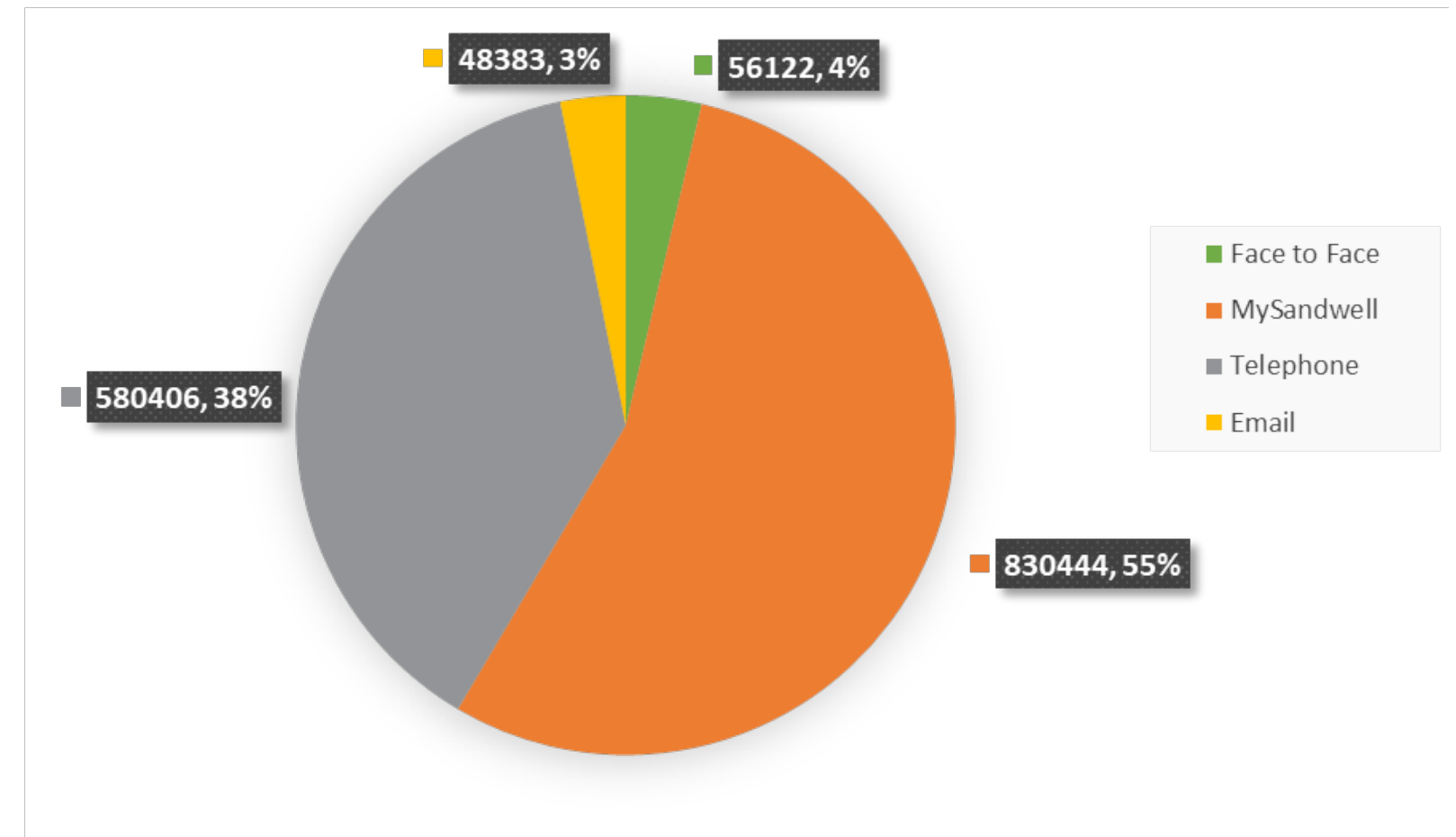


Headline Findings

3730 complaints were received in 2023/24.

This is compared to 3196 in 2022/23, an increase of 14%.

Customer Enquiries detailed in this report (12,912), made up less than 1% of the total number of Customer interactions in 2023/24 (1,515,355).



Headline Findings

383 compliments were received in 20 23/24.

This is the same number of compliments also received in 20 22/23.

Less complaints were upheld.

45% of all resolved complaints were upheld to some degree in 20 23/24, compared to 48% in 20 22/23.

Less enquiries were made to the Ombudsman.

117 enquiries were made to the Ombudsman in 20 23/24. This is a decrease of 16 cases (-12%) from the 133 enquiries submitted in 20 22/23.

More engagement with completing 'Lessons Learnt' forms.

30% of complaints had a 'Lessons Learnt' recorded for it in 20 23/24, up from 22% in 20 22/23. This is an increase of 8%.



Headline Findings

Slightly more Stage 1 Complaints progressed to Stage 2.

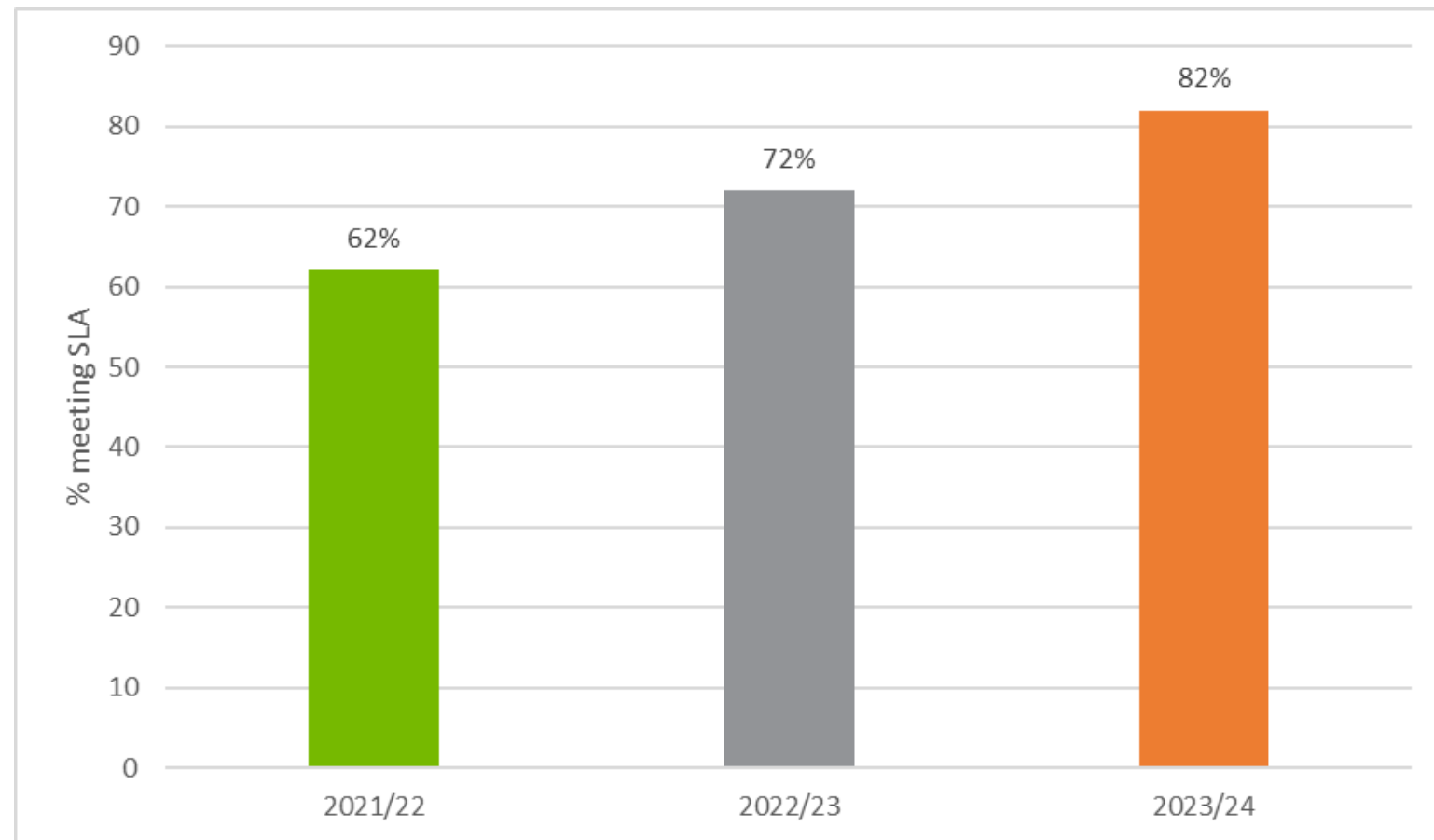
6.1% of stage 1 complaints progressed to a stage 2 complaint in 20 23/24, increased from 5.8% in 20 22/23.

Stage 2 complaints comparison with Stage 1 complaints received over the last 5 years.

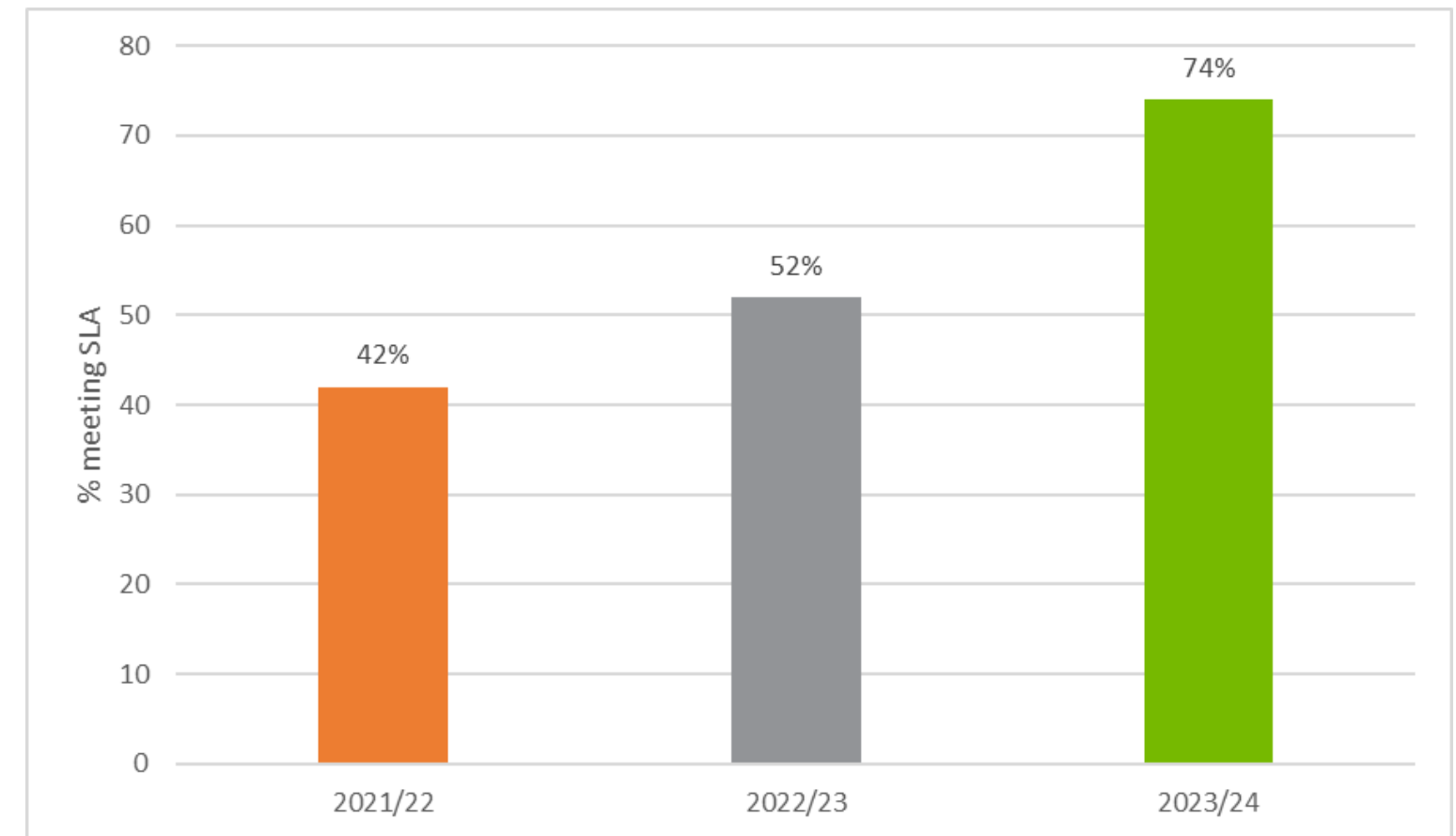


Headline Findings

More Councillor Enquiries met the 10-day SLA.

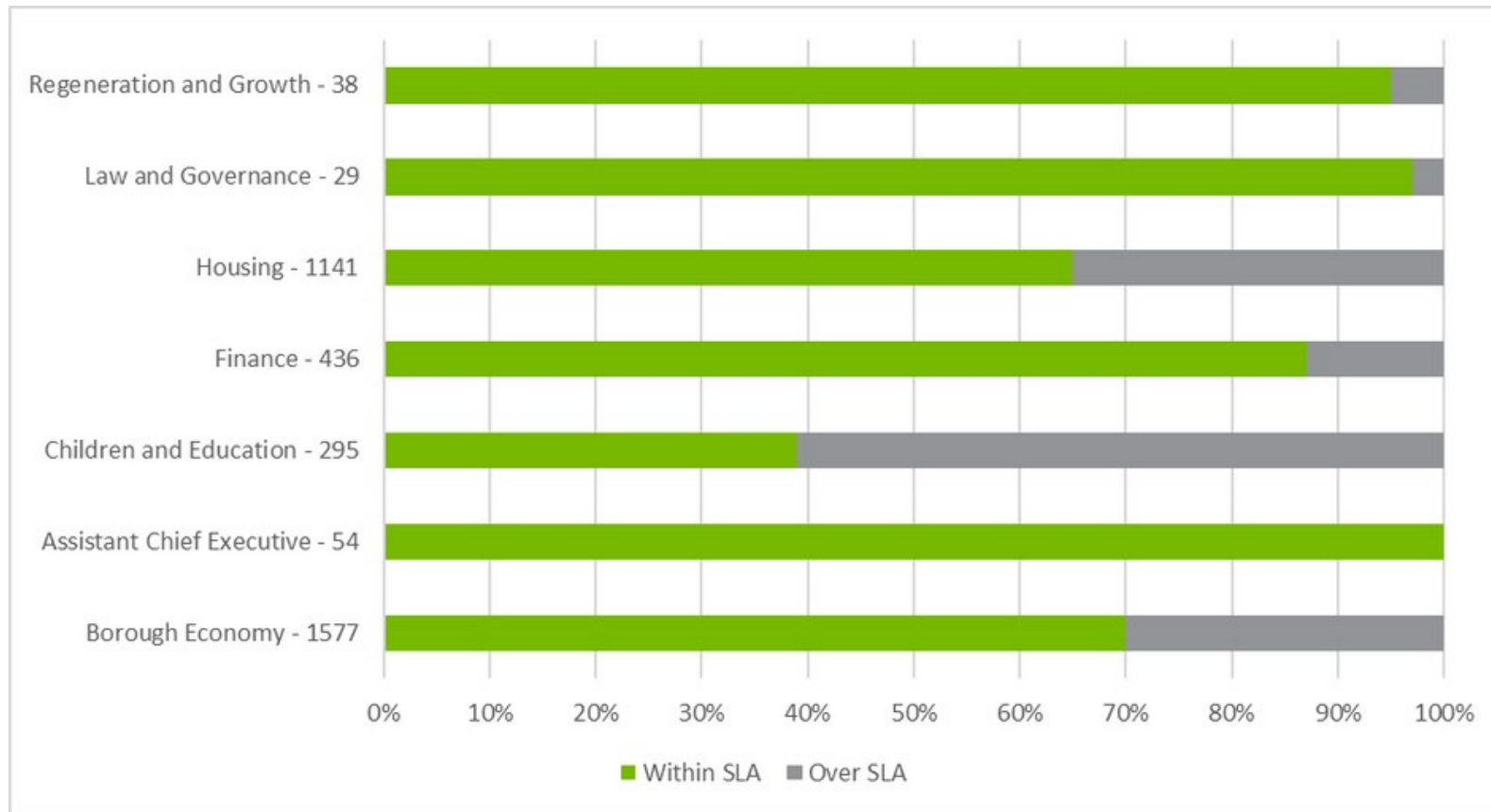


More MP Enquiries met the 10-day SLA.

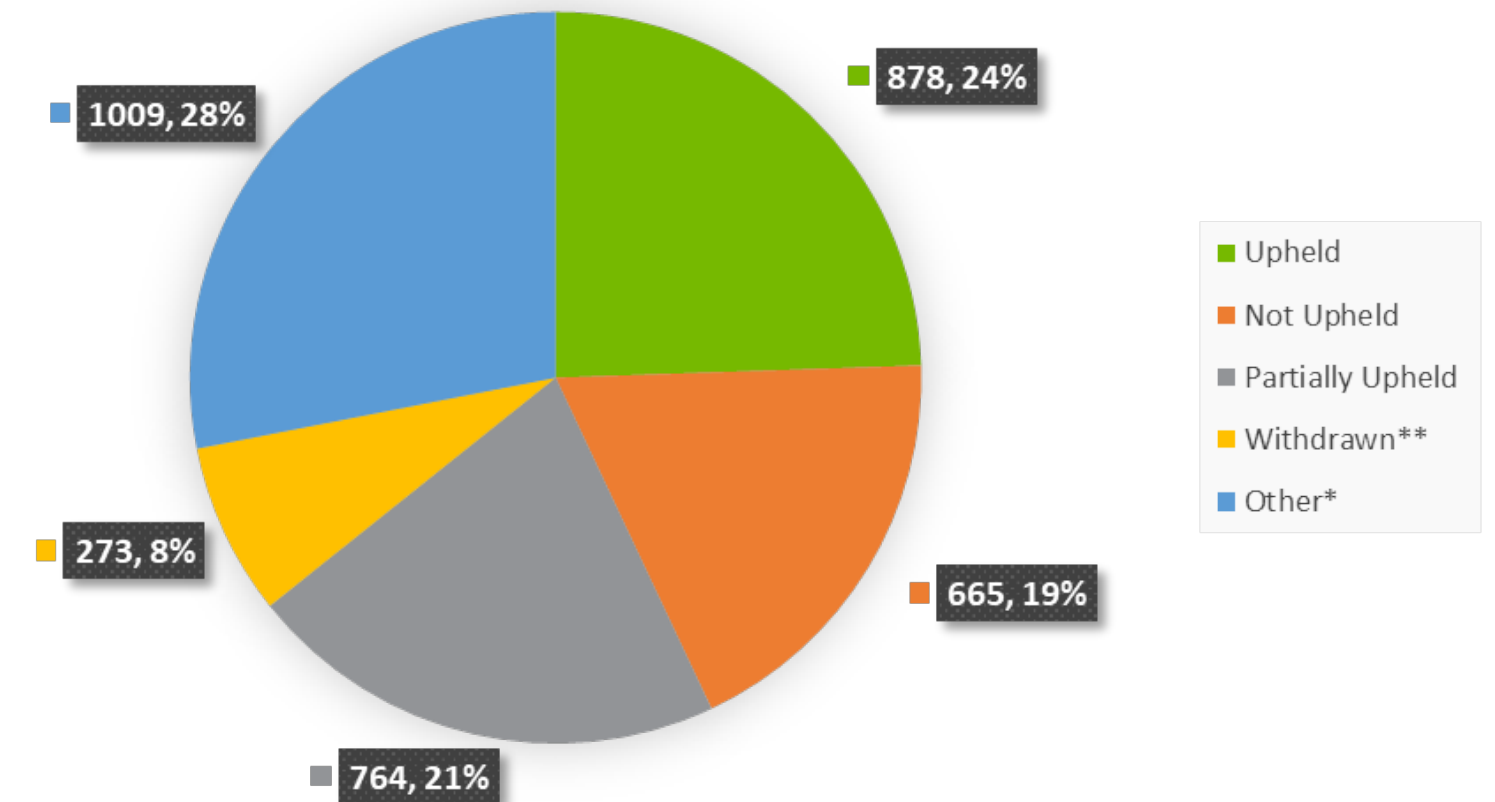


Headline Findings

Stage 1 and Stage 2 complaints for each Directorate meeting the SLA.



Complaint by Outcomes that have been resolved in 2023/24 (Stage 1 and Stage 2).



Recommendations

Recommendations	Actions
<p>To replace the current systems (DASH and OpenHousing) with a new, single system that is intuitive and user-friendly.</p>	<ul style="list-style-type: none"> • Business case to be reviewed by the Executive Director of Finance and Transformation and the Assistant Chief Executive as part of developing a digital blueprint for the organisation. In view of the importance of Customer Journey, alongside the emerging proposals for a digital blueprint, a solution will be identified, and a procurement process will be initiated.
<p>To introduce training and refreshed guidance/ templates in order to address avoidable follow-up contacts for enquiries and complaints.</p>	<ul style="list-style-type: none"> • Customer Feedback Team to update template letters and guidance on intranet page on what needs to be included in response letters. • New bespoke Customer Service training to commence in September. This will be aimed primarily at front-line staff, with the intention to also roll this out to some back-office staff. This training will cover coaching skills for Team Leaders and Supervisors and will provide Customer Skills Training for staff.
<p>To review the organisational location of the complaints function within the Council.</p>	<ul style="list-style-type: none"> • Following the conclusion of the Phase 2 review of the Assistant Director tier of the Council, the organisational location of the complaints function within the council will be reviewed.



Recommendations

Recommendations	Actions
<p>To ensure that a renewed effort is made to underline the importance of Lessons Learnt across all directorates and service areas, as a key part of the second phase of the improvement journey, embedding a culture of continuous improvement.</p>	<ul style="list-style-type: none">• Customer Feedback Team to review the questions being asked in Lessons Learnt forms and audit the lessons learnt forms completed across each directorate.• Customer Feedback Team to assess the impact of lessons learnt on the improvement of service delivery, and what can be done to improve this.• Complaints, Compliments, Enquiries & Lessons Learnt are to be added onto the monthly agenda for Directorate Management Teams.• Insights from Complaints, Compliments and Enquiries are to be fed into a corporate evidence bank, which in turn will be shared across service areas to inform service planning.• Lessons Learnt, Complaints, Compliments and Enquiries are to be on the Agenda at least once annually at Wider Leadership Team.• Within teams that have a high level of complaints, Lessons Learnt are to be on the agenda on a more regular basis, discussing complaints received, what the lessons to be learnt are, and how best to communicate/action those lessons.



Recommendations

Recommendations	Actions
<p>To ensure that more is done to recognise and motivate those who receive compliments for their exemplary services and actions, as well as circulating these lived examples of our values council-wide.</p>	<ul style="list-style-type: none"> • All compliments are to go through the Customer Contact Centre, where they can be regulated. This will mean that each compliment is communicated correctly, and none are lost in the process. • Compliments are to be incorporated into 1-2-1 check ins and appraisals. • Compliments are to be highlighted in a regular segment in corporate communications, highlighting Sandwell Values being shown through these examples.
<p>To review the unreasonably persistent behaviour policy.</p>	<ul style="list-style-type: none"> • The unreasonably persistent behaviour policy is to be reviewed, to see if it is still fit for purpose. This review will also look into how this policy is being used in practice, and whether any changes need to be made to it.
<p>To review and streamline Sandwell Council's Ombudsman processes and procedures.</p>	<ul style="list-style-type: none"> • The latest annual review from the LGSCO is to be analysed, with any findings and learning being used to inform changes made to the Council's current Ombudsman procedures.





Sandwell

Metropolitan Borough Council