

Date	Agenda Item	Resolution	Responsible Officer/Body	Activity Log	Completion Date
29/06/23	Customer Journey Review	<p>(1) That the Director of Regeneration and Growth/Assistant Chief Executive, in consultation with the Cabinet Member for Finance and Resources and Cabinet Member for Adult Social Care, be authorised to agree a customer care standards/charter, and staff responsibilities in relation to those standards to ensure:-</p> <p>(a) that “back-office” staff take ownership and accountability of customer requests received via Contact Centre Agents;</p> <p>(b) a standard approach is taken to making officer contact numbers available on Outlook and to customers to prevent additional calls being made to the Contact Centre;</p> <p>(c) a standard approach to the complaints process and deadlines for responding to complaints are clear and accessible across all Council services;</p> <p>(d) that key contacts are identified within each service area to aid Customer Service Agents in their enquiries;</p> <p>(e) that residents are regularly updated and informed about the current process of their request/query.</p>	Assistant Chief Executive/Executive Director – Finance and Transformation	<p>Commitments remain in draft form whilst engagement is ongoing as these may be updated further following feedback from residents. Delays in engagement as outlined in AP Point 3. Further work ongoing.</p> <p>Key Service area links are in place for all calls taken by the contact centre. Ongoing development continues and proposed training will feature heavily on these areas.</p> <p>Email issued to all ADs and Directors instructing a reminder be sent to all Officers.</p> <p>Complaints process is in place and detailed on the Council Website. Ongoing monitoring of the Complaints SLA target is in place. Complaints Training is currently being rolled out and will include a reminder of all processes and timescales.</p> <p>Named Officers in each Service Area are identified and meetings are taking place on a regular basis.</p> <p>Work is ongoing within the Technology Workstream of the CJ Board to provide automated updates where possible.</p>	
29/06/23	Customer Journey Review	<p>(2) that the Director of Regeneration and Growth/Assistant Chief Executive be authorised to commission/develop a customer training package that incorporates the following topics:-</p> <p>(a) The completeness of response letters</p> <p>(b) Methods to manage customer expectations and awareness around the Council’s remit and responsibilities.</p>	Assistant Chief Executive/Executive Director – Finance and Transformation	<p>Research undertaken and discussions held. Awaiting feedback on potential costs prior to discussions taking place with procurement. Specification to be drafted. Response letters are also covered in Complaints training. Identified individuals in each Directorate to input into specification and agree requirements.</p>	

29/06/23	Customer Journey Review	(3) that the Director of Regeneration and Growth/Assistant Chief Executive ensure that all members of staff undertake training around customer care standards as identified in (2) and that staff performance against these standards be incorporated within the appraisal process;	Assistant Chief Executive/Executive Director – Finance and Transformation	Training being considered will also look at including a coaching programme for supervisors/management staff. Discussions will be undertaken with HR re inclusion in Appraisal process.
29/06/23	Customer Journey Review	(4) that mandatory corporate customer service training be included as part of the induction process for all staff;	Assistant Chief Executive/Executive Director – Finance and Transformation	As part of the proposed training an online offer will also be procured which all staff will be expected to complete, and which will be included in inductions.
29/06/23	Customer Journey Review	(5) that the Director of Regeneration and Growth/Assistant Chief Executive, in consultation with the Director of Finance, investigate options for procuring a single joint Customer Relations System across the Council;	Assistant Chief Executive/Executive Director – Finance and Transformation	SOCITM currently engaged to undertake independent options appraisal on existing and potential CRM systems, reporting back to CJ Board. There are linked dependencies within this action which will impact timescales.
29/06/23	Customer Journey Review	(6) that the Director for Director of Regeneration and Growth/Assistant Chief Executive considers the introduction of automated feedback surveys and that regular feedback on Council enquires/complaints are analysed and shared with Directorates;	Assistant Chief Executive/Executive Director – Finance and Transformation	Automated feedback surveys are already in use across various service areas. Procurement of the new Telephony system will allow greater opportunities for this. CJ Board have also identified gaps and have provided approval and funding for new technology, eg tablets within the OSS.
29/06/23	Customer Journey Review	(7) that the Director for Director of Regeneration and Growth/Assistant Chief Executive introduces corporate guidelines in relation to the use of Council contact numbers to ensure that all officers are contactable and that contact details are updated regularly	Assistant Chief Executive/Executive Director – Finance and Transformation	Email issued to all ADs and Directors instructing a reminder be sent to all Officers.
29/06/23	Customer Journey Review	(8) that the Director of Regeneration and Growth/Assistant Chief Executive considers the feasibility of amalgamating the current three contact centres (Corporate Contact Centre, Revenues and Benefits Contact Centre and Adult Social Care Care) into a single contact centre number with staff specialising in various areas;	Assistant Chief Executive/Executive Director – Finance and Transformation	Initial Options appraisal undertaken and report presented to CJ Board and Leadership Team. Agreement to pause the work to allow for the detailed process mapping to take place to better inform the decision. Work is ongoing to look at the single number and will be further considered with the implementation of the new telephony system.

29/06/23	Customer Journey Review	(9) that the Director of Regeneration and Growth/Assistant Chief Executive, as part of the refresh of the Council's website, ensures the Council continues to promote the use of Sandwell Digital First and the Council's website as the first point for accessing information and raising an issue/request;	Assistant Chief Executive/Executive Director – Finance and Transformation	Work ongoing within the Digital Workstream of the CJ Board to ensure promotion of all digital channels. OSS and Community Hubs are supporting people to set up My Sandwell accounts if desired. Financial year 22/23 and current stats for this year show that digital is now the main contact channel. This will continue to be monitored.
29/06/24	Customer Journey Review	(10) that as part of the customer journey review being undertaken, the Director of Regeneration and Growth/Assistant Chief Executive reviews current timescales for responding to enquiries and consider a reduction, wherever possible, including member enquiries being reduced from 10 working days to 3-5 days.	Assistant Chief Executive/Executive Director – Finance and Transformation	This recommendation was NOT approved by Cabinet on 12 July 2023. A lack of resources meant that the request could not be feasibly met. However, officers would review the request at a later date. An existing wider piece of work is on-going with Members around the Councillor Portal. This work will look at the response time and any agreed standards, and ensure that this is considered as part of the wider remit of that work
22/11/23	Improvement Plan Quarterly Progress Report	That a 'Members Digest' be developed to provide Members with regular briefings on policy and strategy updates.	Assistant Chief Executive	
22/11/23	Improvement Plan Quarterly Progress Report	That a variety of methods to consult members are utilised, which should include face- to- face interviews, attending ward and town meetings and online consultations and surveys.	Assistant Chief Executive	
20/03/24	Performance Management Framework – 2023/24 Quarter 3 Monitoring	That Tenant Satisfaction Survey results and complaints be considered on a neighbourhood level at Town meetings.	Neighbourhoods	Town Chairs have been approached on this matter.
03/10/24	Performance Management	(1) that the Assistant Chief Executive ensures that as part of the Neighbourhood Working Review that will be reported to the Safer Neighbourhoods and Active Communities Scrutiny Board:- (a) any ward based work that is managed by the Neighbourhoods Team is recorded for data and statistical purposes which are measureable; (b) a clear framework is developed for what is councillor casework and what is strategic work and what timescales apply to the different types of enquiry raised by councillors.	Assistant Chief Executive	

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(2) that the Assistant Chief Executive reviews the function Assistant Chief Executive and use of the Member Portal alongside the related training offer for all councillors.
