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To: Policy and Resources Cabinet Committee

Date: 2 February 2018

Subject: Customer Services

Classification: Unrestricted

Summary:

An overview of customer services at Kent County Council detailing customer contact channels, the voice of the customer and planned development in customer contact.

Recommendation(s):

The Policy and Resources Cabinet Committee is asked to note and comment on the report.

1. Introduction

At the Policy and Resources Cabinet Committee meeting held on 5 December 2017, Members expressed an interest in more information on customer services at Kent County Council.

2. Customer Services

2.1. Customer Services is defined by the Oxford English Dictionary as '*The assistance and advice provided by a company to those people who buy or use its products and services.*'

2.2. At Kent County Council, not everyone who uses our services will contact us but assistance and advice is available to residents who buy or use our products and services in a multitude of ways. The following table lists some of our contact channels, illustrating the number of contact channels available and the volume of contacts by channel:

Contact Channel	Volume of Contacts 2015/16	Volume of Contacts 2016/17
Calls to Contact Point	767,079	691,026
Page views to kent.gov +	10,085,028	10,140,425
Tweets*	No historical data	1,700
Facebook posts*	No historical data	760
LinkedIn posts*	No historical data	25
YouTube posts*	No historical data	65
Marketing campaigns*	45	47
Events*	22	30
Compliments	2,079	2,714
Complaints	3,070	3,624
Customer comments	1,490	1,569
Public consultations	32	20

+ Every time someone accesses a page on kent.gov it is counted as a single “pageview”.

*These figures cover activity that is managed, originated or approved by Kent Communications. Additional initiatives may be undertaken by Directorates and those would not be included here.

2.3. A presentation on KCC’s customer service will be given to Members by the Head of Communications and the Head of Engagement & Consultation at the Cabinet Committee. It will cover:

- **Contact Channels** - an overview of contact channels available to residents, what they offer, how they are used and optimised.
- **The Voice of the Customer** – an overview of consultations, customer feedback and the customer complaints process.
- **Next Steps** – a brief overview of planned development in customer contact and how we aim to better service our residents.

3. Reference

3.1. Members may find the following reference materials helpful ahead of the presentation at the next Committee meeting.

- [The Customer Service Policy](#)
- [Customer Feedback Policy](#)
- [Handling unreasonably persistent and vexatious complaints](#)
- [Governance and Audit Customer Feedback Report](#)
- **Training Opportunities** – there are three e-learning modules on customer care available on DELTA (www.delta-learning.com):
 - 3.1.□.1. Introduction to Customer Service
 - 3.1.□.2. Customer Feedback– Complaints, Comments & Compliments

3.1.□.3. Customer Service: Communication Skills

4. Recommendations

- 4.1. The Policy and Resources Cabinet Committee is asked to note and comment on the report.

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