

Customer Services

Not everyone who uses our
services will contact us.

However assistance and advice is
available to residents who buy or
use our products and services
in a multitude of ways.

KCC's 5 Commitments to Customers:

1. We will treat all customers equally, fairly and respectfully, and do all we can to ensure that customers are able to access services when and how they need to.

KCC's 5 Commitments to Customers:

2. We will deal openly and honestly with customers; always taking the time to explain why KCC is taking a particular course of action; what the timescales are likely to be, and how the intended outcome will benefit the customer.

KCC's 5 Commitments to Customers:

3. We will try to get things right first time, and put things right as a matter of priority if they do go wrong.

KCC's 5 Commitments to Customers:

4. We will listen to your ideas, and use your feedback to improve our services.

KCC's 5 Commitments to Customers:

5. We will always strive to communicate clearly with our customers (and will provide alternative formats if required) to ensure clarity and understanding.

What does this mean?

- Creating high quality interactions with service users
- Building an understanding of customer experience and refining how we work
- Development systems and processes that work for the customer

Contact Channels

How can residents engage with us?

How can residents engage us?



By telephone

- Contact Point
- Emergency Out of Hours



Digitally

- Kent.gov.uk
- Social media



Face to face

- Gateways
- Libraries
- Events

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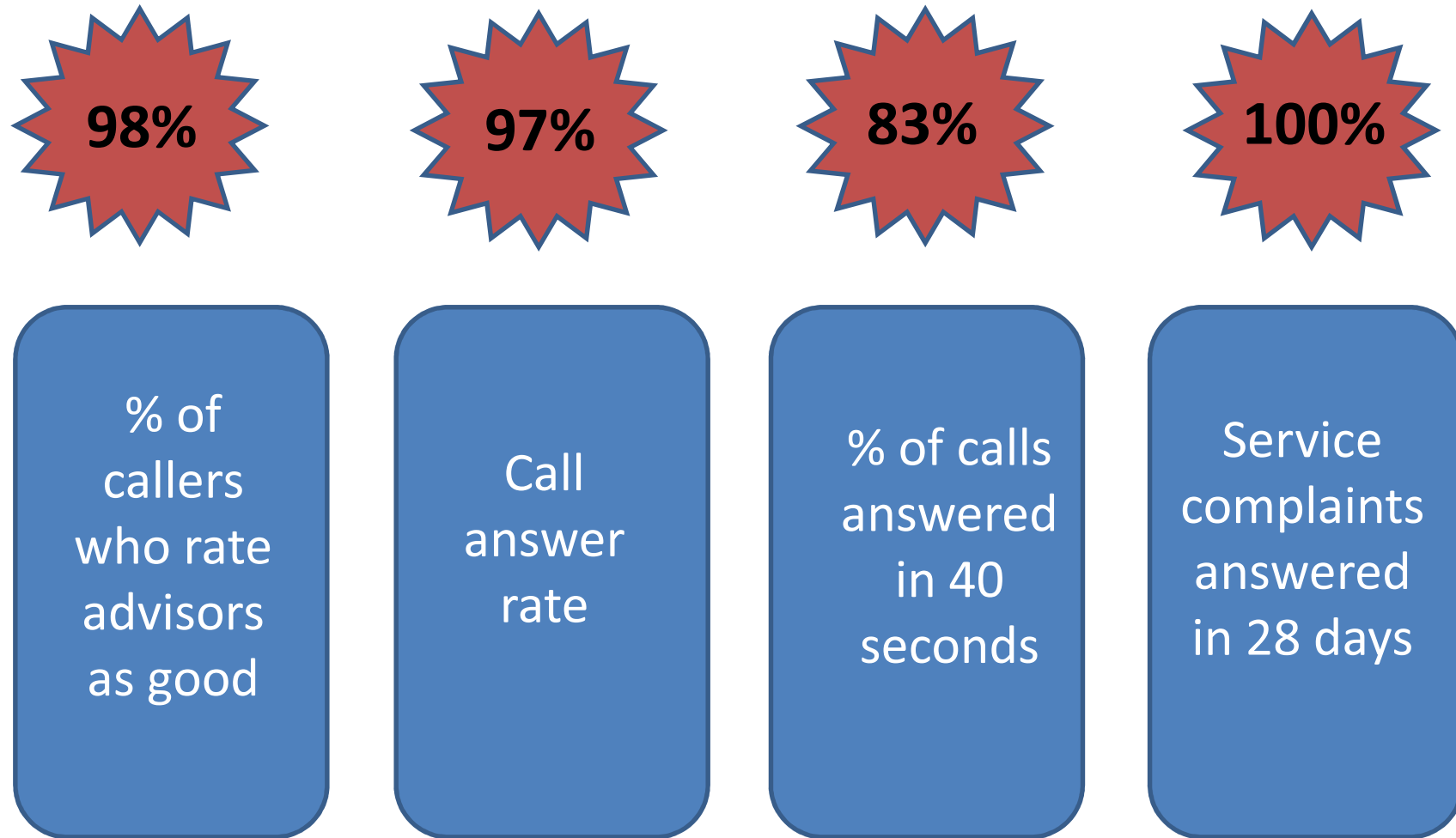
Contact Point

- Managed through our partnership with **Agilisys**
- Scale
 - **691,026 calls** to Contact Point 16/17
 - Staffed by over **70 call advisors**
- **Day service** covers whole KCC portfolio
- **Out of Hours** is an emergency service only

Contact Point

- The partnership is managed through performance indicators to measure:
 - Call answer rate
 - Calls answered in 40 seconds
 - Average handle time
 - Quality of call handling
- Training is key to success

Contact Point KPIs



December 2017 metrics.

Accreditations

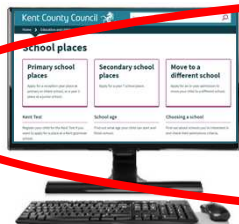


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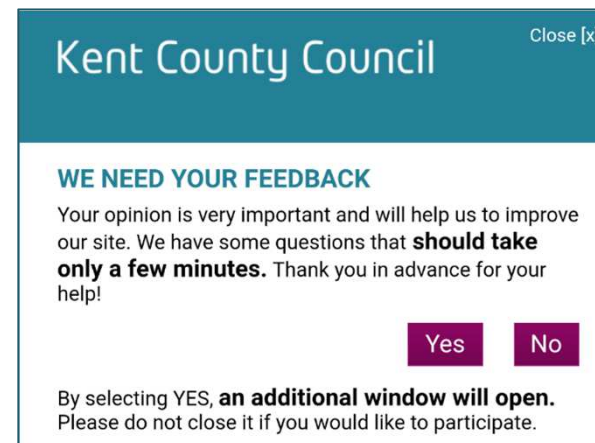
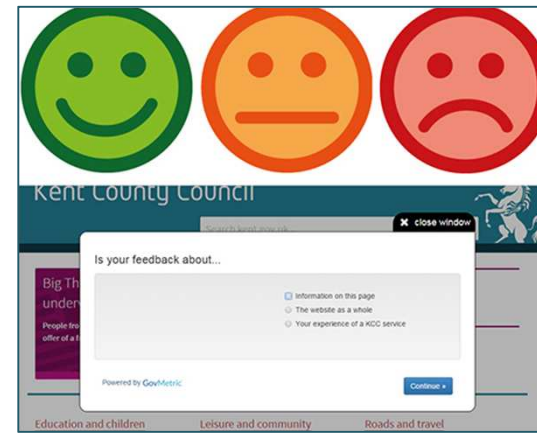
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Kent.gov.uk

- Current website was launched in **March 2014**, following **design principles** established by the Government Digital Service.
- Aim was to make it as **easy as possible** for residents to successfully complete “tasks” on our website.
- **3,000 web pages** covering over 300 KCC services

Responding to Users Needs & Feedback



Social Media Platforms

Platform	Activity in 16/17	Current followers/subscribers
 facebook	760 posts	5,106
	1,700 tweets	66,200
 in	25 posts	11,899
 YouTube	65 posts	646

- Social Media platforms are used for **outbound messaging** only, used to supply information.
- KCC does **not actively respond** to social media comments.

How can residents contact us?



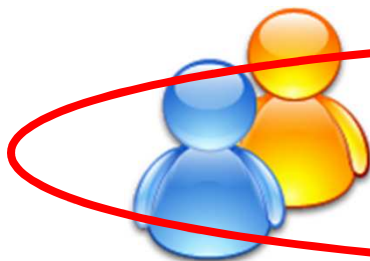
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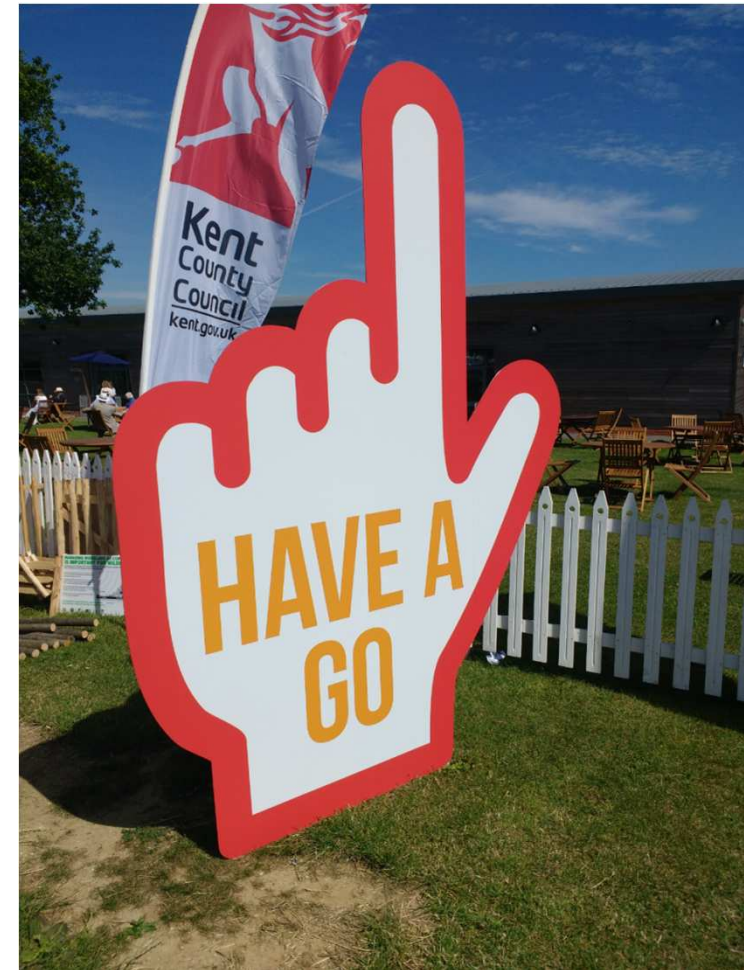


Face to face

- Gateways
- Libraries
- Events

Face to Face

- KCC has
 - 99 libraries and 6 mobile libraries
 - 10 Gateway premises
 - Office buildings where members of the public come for meetings
 - Events to support campaigns
- We work with the organisation to get all the elements right:
 - Staff & training
 - Branding and presence
 - The offer





How else do we engage with residents?

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Targeted printed material/ Post



Advertising



Media

Media Communications



Press Release



Press Release



Press Release
Monday 27 February 2017

Paul Carter launches Apprentices that are 'Made in Kent'

The Leader of Kent County Council is launching 'Made in Kent' on Tuesday 7 March 2017 at the Shepherd's Neame Brewery in Faversham. 'Made in Kent' is initiative to encourage employers across Kent to take advantage of all the changes that are happening in the world of apprentices. It also aims to encourage young people and their parents to consider apprentices as a career choice worthy of serious consideration.

KCC Leader Paul Carter said: "We want employers and young people in Kent to realise the potential of apprentices in Kent. We should be proud of the brilliant talent we have in the county.

"The apprenticeship levy has the potential to revolutionise the future workforce, giving employers greater ownership and control of apprenticeship programmes to help boost skills, as well as creating training opportunities that better suit the diverse needs of all young people.

...to the expectations of young workers, with ... considering



Media Communications



Press Release
Monday 27 February 2017

Paul Carter launches Apprentices

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Engagement & Consultation, Supporting Good Customer Service

Continuous Improvement through Managing Feedback

Supporting good customer service means:

- Managing feedback in all its forms
- Critical to each of these is **transparency and clarity**, making sure we do the right things in the right way at the right time.
- **Planning and early engagement** with the right people will ultimately enable and support great customer service.

What is a Complaint?

A complaint is an expression of dissatisfaction, whether justified or not and however made, about the standard or the delivery of a service, the actions or lack of action by the Council or its staff which affects an individual service user or group of users.



Escalation Points

Step 1: Local Resolution

Step 2: Complaint Investigation

Adult Social Care

- **Step 1** – Resolution through complaints team – 20 days but can be extended to 65 days with customer consent
- **Step 2** – Local Government Ombudsman

Children Social Care

- **Step 1** – Resolution through complaints team – 10 days if possible but within 20
- **Step 2** – Investigation
- **Step 3** – Review
- **Step 4** – Local Government Ombudsman

Local Government OMBUDSMAN

The Ombudsman can look at complaints about things that have gone wrong that has caused problems for the Customer, either;

- in the way in which a service has been delivered
- when a service has not been delivered at all, or
- in the way a decision has been made.



Expect Respect

Good customer service means that we work to distinguish between:

- people who make a number of complaints because they really think things have gone wrong;
- people who make unreasonably persistent complaints or enquiries.

Working with Services to Support Learning

- **Customer Insight** – Understanding the experience of your customers good and bad
- **Key Performance Indicators** – Make complaints a feature: upheld vs not upheld
- What **improvements** could be made to a service or customer journey?
- Are themes emerging that need a closer look?

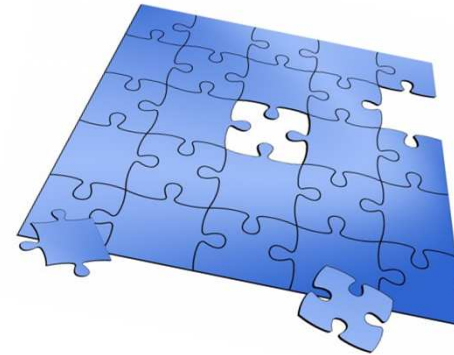


Consultation

Have your say



Why Consult?



- Part of the big picture
- Engage first
- Should be the culmination of good conversations with customers about the changes we are making
- Consultation supports and encourages customer voice
- Strategic Commitment

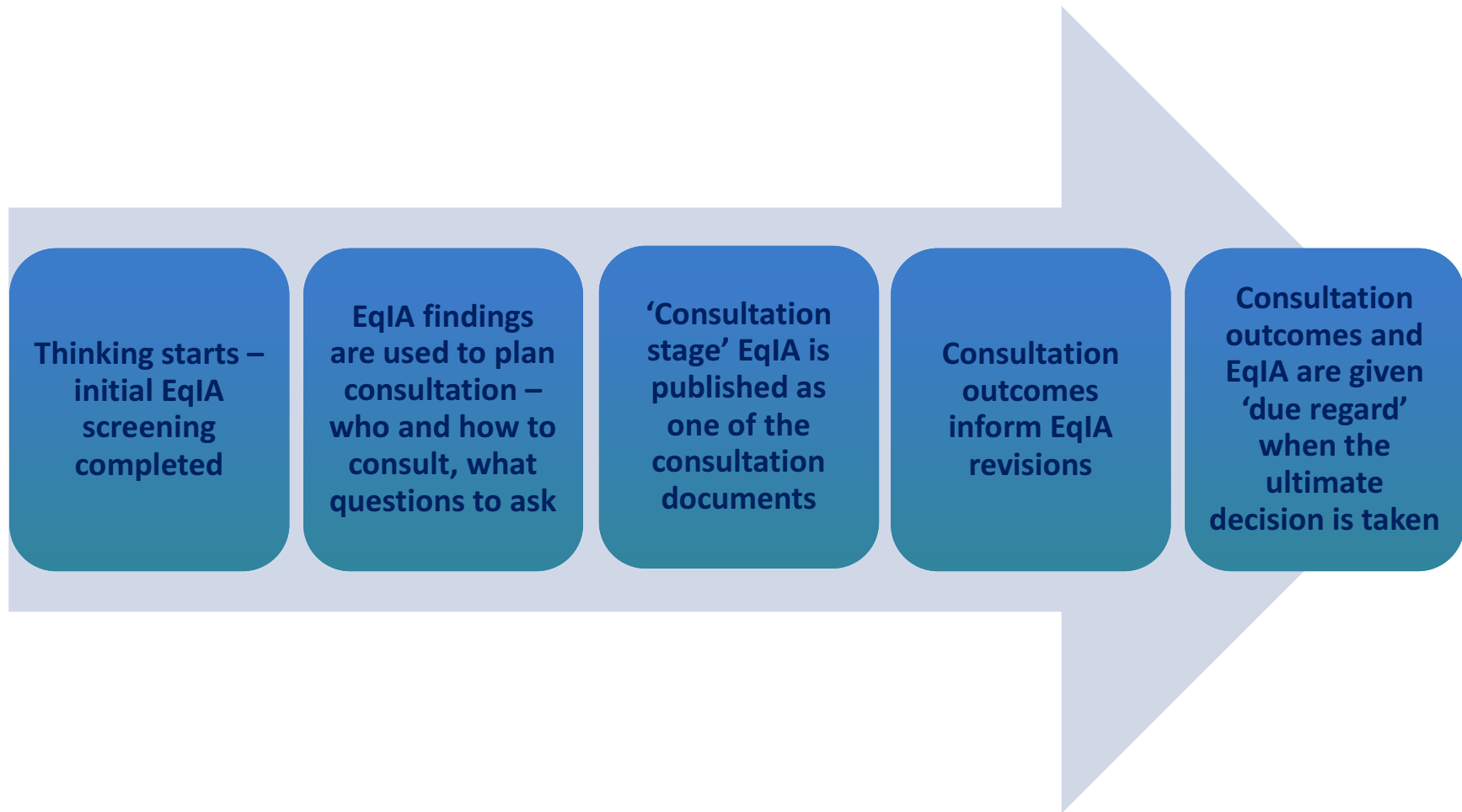
Why Consult?

- Common Law
- Duty to Consult when considering how to meet Best Value Duty, considering **Efficiency; Effectiveness; Economy** (Local Government Act 1999)
- Adhere to any statutory guidance and KCC policies and procedures (including Kent Partners' Compact)
- Legitimate expectation / procedural fairness

Stages of a Consultation



Equality Duties : It's all part of the process for Customer Care



Next Steps

Integrated Communications Strategy

Focusing on residents needs by life stage/event:

- Group related services & create logical customer journeys
- Informing both off and online communication channels
- Promoting channel shift and MyAccount, as appropriate
- Enhance customer experience through consistency
- Identify the ideal customer interaction and relationship for different services/transactions/campaigns
- Develop a single view of the customer

Maintaining the Conversation



- New system **for recording feedback** and providing a single view of the customer is in place and training Directorate Leads is underway
- It will make it easier to ensure that any **lessons learned** are applied to all services where possible
- Review Customer Service Policy and develop an Engagement Strategy

**Thank you.
Any questions?**