

## SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

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**REPORT TO:** Policy and Performance Portfolio Holder 11 March 2010  
**AUTHOR/S:** Executive Director (Corporate Services) / Corporate Manager,  
Community and Customer Services

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### CUSTOMER SERVICES EXCELLENCE PROJECT DOCUMENT

#### Purpose

1. To present the Customer Service Excellence Project Document (**APPENDIX 1**) for information.
2. To provide the Portfolio Holder with a position statement (**APPENDIX 2**) in relation to the project.
3. This is not a key decision.

#### Background

4. The Government desires efficient, effective, excellent, equitable and empowering public services, with the citizen always and everywhere at the heart of public service provision. With this in mind Customer Service Excellence has been developed to offer public services a practical tool for driving customer-focused change within their organisation.
5. In May / June 2009, a large section of customer facing services took part in a Council wide self-assessment against the 57 criteria of the Customer Service Excellence standard. Service areas were asked to rate how their services met the criteria. Four options were available: 100%, >50%. <50%, 0%. Results indicated the level of meeting the criteria differs from service to service, but each criterion was met in full within at least one service area.
6. For an organisation to gain accreditation it must have been assessed to have met no less than 46 of the criteria in full and no more than 11 criteria in part. Accreditation cannot be achieved if the Council is assessed to be non compliant against any of the criteria.
7. On 10 September 2009 Cabinet outlined a list of provisional actions for 2010/11, which included a commitment to achieving Customer Service Excellence accreditation by 31 March 2011. The Portfolio Holder endorsed the project on 24 September 2009 and the Council's commitment to the project was ratified by Cabinet on 8 October 2009.

#### Considerations

8. The project document details how the Council will achieve its commitment to Customer Service Excellence accreditation. It also outlines the background to the project, the objectives and desired outcomes, and project resources. The structure of the project differs from early drafts and has been developed through consultation with

the Assessor, Service First and the Executive Management Team. The document may be subject to further changes as the Council progresses through the project.

9. The Council is currently moving through stage one of the project: Organisational Preparation. This stage focuses on raising awareness of the project throughout the organisation and training managers in three key areas of focus; customer insight, customer journey mapping and segmentation.
10. The project is on schedule and within budget. Stage one of the project is due to be completed by the end of March 2010.

### Implications

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|---------------------|---|
| 11. Financial       | The project will be resourced from the combined 2009/10 and 2010/11 Service First Budget of £24,600. A detailed breakdown of costs can be found in <b>APPENDIX 1</b> .                            |
| Legal               | None.   |
| Staffing            | The project will require an estimated total of 946 workdays over a 16 month duration sourced from existing resources. A detailed breakdown of staff resources can be found in <b>APPENDIX 1</b> . |
| Risk Management     | Project risks have been identified in <b>APPENDIX 1</b> and will be managed through the procedures detailed.  |
| Equal Opportunities | The Customer Service Excellence Standard reflects a number of key priorities and actions detailed in the Equality Framework For Local Government.   |

### Consultations

12. The Service First Steering Group has been central to the development of the Customer Service Excellence Project Document. The Service First Steering Group has been restructured and will now operate as the Customer Service Excellence Project Assurance Group. This group first met on 18 December 2009 and are provided with a highlight report on a monthly basis. The February 2010 Highlight Report is attached as **APPENDIX 2**.
13. The Executive Management Team reviewed the project document on 25 November 2011.

### Effect on Strategic Aims

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|-----|---|
| 14. | <b>Commitment to being a listening council, providing first class services accessible to all.</b>   |
|     | The Customer Service Excellence Standard supports the Council's commitment to provide first class services accessible to all. Through consultation and engagement, the standard puts the customer at the heart of service design and planning, allowing the Council to establish customer journeys, characteristics, expectations and priorities. |
|     | <b>Commitment to ensuring that South Cambridgeshire continues to be a safe and healthy place for all.</b>   |
|     | N/A   |
|     | <b>Commitment to making South Cambridgeshire a place in which residents can feel proud to live.</b>   |

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| Improving service design and delivery will result in increased customer satisfaction and further improve the Councils reputation.   |
| <b>Commitment to assisting provision for local jobs for all.</b>  |
| N/A   |
| <b>Commitment to providing a voice for rural life.</b>  |
| Increasing community engagement and consultation will provide residents further opportunity to communicate with the authority and in turn will assist the Council provide a voice for rural life. |

### Recommendations

15. That the content of the Customer Service Excellence Project Document (**APPENDIX 1**) be noted, in particular the project structure, work plan and timeline.
16. That the content of the Highlight Report (**APPENDIX 2**) be noted.

**Background Papers:** the following background papers were used in the preparation of this report:

None

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