

Ref No.	Criteria / Action	Responsibility	Target Completion Date	Progress	Comments
1 Customer Insight					
1.1 Customer Identification		1.2 Engagement & Consultation		1.3 Customer Satisfaction	
1.3.3	We include in our measurement of satisfaction specific questions relating to key areas including those on delivery, timeliness, information, access, and the quality of customer service, as well as specific questions which are informed by customer insight.				
2 The Culture of the Organisation					
2.1 Leadership, Policy & Culture			2.2 Staff Professionalism & Attitude		
2.1.2	We use customer insight to inform policy and strategy and to prioritise service improvement activity.				
2.1.4	We ensure that all customers and customer groups are treated fairly and this is confirmed by feedback and the measurement of customer experience.				
2.1.5	We protect customers' privacy both in face-to-face discussions and in the transfer and storage of customer information.				
2.2.2	Our staff are polite and friendly to customers and have an understanding of customer needs.				
3 Information & Access					
3.1 Range of Information		3.2 Quality of Information		3.3 Access	3.4 Cooperative Working
3.1.2	Where there is a charge for services, we tell our customers how much they will have to pay.				
3.2.1	We provide our customers with the information they need in ways which meet their needs and preferences, using a variety of appropriate channels.				
3.2.2	We take reasonable steps to make sure our customers have received and understood the information we provide.				
3.2.3	We have improved the range, content and quality of verbal, published and web based information we provide to ensure it is relevant and meets the needs of customers.				
3.2.4	We can demonstrate that information we provide to our customers is accurate and complete, and that when this is not the case we advise customers when they will receive the information they requested.				

3.4.2	We have developed co-ordinated working arrangements with our partners that ensure customers have clear lines of accountability for quality of service.				
4 Delivery					
4.1 Delivery Standards		4.2 Achieved Delivery & Outcomes		4.3 Deal Effectively With Problems	
4.2.2	We can demonstrate that we deliver the service we promised to individual customers and that outcomes are positive for the majority of our customers.				
4.3.1	We identify any dips in performance against our standards and explain these to customers, together with action we are taking to put things right and prevent further recurrence.				
4.3.2	We have an easy to use complaints procedure, which includes a commitment to deal with problems fully and solve them wherever possible within a reasonable time limit.				
5 Timeliness & Quality					
5.1 Standards For Timeliness & Quality			5.2 Timely Outcomes		
5.2.2	We identify individual customer needs at the first point of contact with us and ensure that an appropriate person who can address the reason for contact deals with the customer.				
5.2.5	We respond to initial enquiries promptly, if there is a delay we advise the customer and take action to rectify the problem.				