






Customer Access Strategy 2012 - 15

Leeds City Council is striving **'to be the best city council in the UK'** and to develop a future for local government built on the principles of civic enterprise. To ensure we meet these ambitions, a key success measure is delivering services which meet the needs of the people of Leeds. This **customer access strategy 2012-15** focuses on delivering this capability. The strategy establishes the foundation blocks for understanding our customers better and designing access to our services with them and around their needs.

We want our services to:	 Be open to all	 Provide Choice	 Meet Need	 Deliver First Time	 Provide Satisfaction
Our outcomes...	<ul style="list-style-type: none"> All customers have fair and equal access to services. 	<ul style="list-style-type: none"> Customers have greater input to, and choice over, the services they receive and how they access them. 	<ul style="list-style-type: none"> Customers influence the design and delivery of the services available to them. 	<ul style="list-style-type: none"> Wherever possible, customer needs will be resolved at the first point of contact. 	<ul style="list-style-type: none"> Customer satisfaction drives service improvement.
Our headline target(s)...	<ul style="list-style-type: none"> Increased service take-up among under-represented and vulnerable groups. Increased consultation with community groups in relation to preferred access channels. 	<ul style="list-style-type: none"> Replace enquiries made via face to face and telephony channels with opportunities to interact via self-service channels. Reduce the number of inappropriate /little used channels. 	<ul style="list-style-type: none"> More service redesign projects that include customers directly in their delivery. Increased service satisfaction levels. 	<ul style="list-style-type: none"> Reduced avoidable contact. Reduced service failure. 	<ul style="list-style-type: none"> Performance met on service standards. Increased customer satisfaction across all service delivery channels.
What we hope to achieve...	<ul style="list-style-type: none"> Improved understanding of customer diversity issues to remove barriers to access for under-represented and vulnerable groups. Increased targeting and take-up of services for under-represented and vulnerable groups. 	<ul style="list-style-type: none"> Customer choice on how they interact with the Council. Seamless service delivery across a broad range of channels. Maximise opportunities for citizens to interact with the Council via mobile and social network platforms. Withdraw channels that citizens do not use. 	<ul style="list-style-type: none"> Customer insight is consistently used to profile our communities, determine service delivery and market services to the people of Leeds. A clear and consistent approach to the identification of customer pathways/journeys. Community-led service provision where demand exists. An ability to respond quickly to demands for new ways of interacting with the Council. 	<ul style="list-style-type: none"> A single view of customers and how they interact with services. Consistent information, advice and tools provided across all channels. Resolution at the first point of contact. 	<ul style="list-style-type: none"> Customer satisfaction at the heart of our performance management framework. Customer satisfaction at the heart of our commissioning framework.
What we're going to do...	<ul style="list-style-type: none"> Maximise the use of existing customer service assets - the Contact Centre, One Stop Centres, Joint Service Centres and the website, taking into account local needs. Provide information in accessible formats across channels. Use customer insight to develop channels to increase service take-up. Ensure fair and equal access is key to our performance framework. 	<ul style="list-style-type: none"> Develop a more transactional website providing self-service options for service delivery. Where appropriate give control to the community to deliver services and support for themselves through the provision of social technology platforms and opendata. Increase online book and pay facilities and enable citizens to track application requests. Continually review channel usage to ensure the most cost-effective channel/s for service delivery. 	<ul style="list-style-type: none"> Implement a clear and consistent approach to gathering customer insight. Redesign services around the customer and provide/commission them on this basis. Improve locally based service delivery through streamlining processes, having a more flexible workforce, and making more efficient use of our assets. Develop further self-service opportunities for citizens to access services giving priority to areas of greatest demand. 	<ul style="list-style-type: none"> Maximise the depth of enquiry handled at the first point of contact. Have a unique and consistent view of the customer. Ensure that appropriate Customer Relations training is readily available to support the delivery of this strategy Use customer feedback to drive content on the Council's website. Exploit the benefits of using multi-media content on the Council's website to help customers wishing to self-serve. 	<ul style="list-style-type: none"> Ensure that the Councils performance management framework incorporates the measurement of customer outcomes across all service channels Publish annual measurable corporate customer service standards, developed with customers themselves. Publish satisfaction levels against those standards.

Treating people fairly

Working with communities

Working as a team for Leeds

Spending money wisely

Being open, honest and trusted