

Service Area Business Planning Template 2018/19

Customer Services - 2018/19 Service Plan

No.	Action	Deadline	Target / Success measure(s)	Lead officer / title	Cross reference	Project / BAU
1	Implement BAU activity to create a continuous feedback loop on customer experiences and commission second annual customer satisfaction survey.	March 2019	<ul style="list-style-type: none"> ▪ Procure and implement continuous feedback on customer experience ▪ Design and implement continuous improvement loop ▪ Commission annual customer satisfaction survey 	Olivia Shaw, Head of Customer Service	Corporate Plan 3.1 Gov Metric T1.01.02	Business as Usual
2	Deliver Phase 2 (Development Management) of the development of the Corporate Customer Team	January 2019	<ul style="list-style-type: none"> • Complete process mapping for all relevant As Is customer journeys • Undertake process re-design to create efficiency and improved customer experience (in conjunction with P171) • Complete line management transfer, along with budget re-alignment • Deliver cross training of knowledge and skills between teams • Develop shared knowledge base 	Olivia Shaw, Head of Customer Service Julie Barnard, Customer Service Operations Manager	Corporate Plan 3.1 Northgate Assure LP: T1.03.01 Assure PP T1.03.02	P001 Customer Services Programme P146 – Corporate Customer Team P171 – Business Support Review

Service Area Business Planning Template 2018/19

No.	Action	Deadline	Target / Success measure(s)	Lead officer / title	Cross reference	Project / BAU
3	Deliver CRM & self service capability for the organisation through the FirmStep platform	March 2019	<ul style="list-style-type: none"> ▪ Complete integration with I@W ▪ Design, test and implement new workflow for agreed customer journeys; prioritising planning as part of Phase 2 of the Corporate Customer Team development. ▪ Design and implement complaints and ombudsman workflow 	<p>Olivia Shaw, Head of Customer Service</p> <p>Rob Pavey, Assistant Director for Revenues</p> <p>Steve Bacon, IT Operations Manager</p>	<p>Corporate Plan 3.4</p> <p>T1.01.03 Commission CRM/Self</p> <p>T4.03.01 CRM/Assure PP integration</p> <p>T4.03.02 CRM/Academy Integration</p> <p>T4.03.03 CRM/OHMS Integration</p> <p>T4.03.04 CRM/Assure LP Integration</p> <p>T4.03.07 CRM/Express Integration</p> <p>T4.03.08 Minor Systems</p> <p>T4.03.09 Bookings Live</p>	P001 Customer Services Programme (P147 – Systems and Digital Development)

Service Area Business Planning Template 2018/19

No.	Action	Deadline	Target / Success measure(s)	Lead officer / title	Cross reference	Project / BAU
4	Develop the Civic Offices Reception refurbishment	March 2019	<ul style="list-style-type: none"> ▪ Agree final specification ▪ Alternative reception facilities identified and decant strategy agreed ▪ Move of reception staff into temporary locations ▪ Building work undertaken 	<p>Olivia Shaw, Head of Customer Service</p> <p>Simon Hill, Assistant Director for Governance</p> <p>Bob Palmer, Director of Resources</p>	Corporate Plan 3.4	<p>P001 Customer Services Programme (P145 Customer Reception)</p> <p>P161 Civic Office Refurbishment</p>
5	Deliver corporate website redesign	September 2018	<ul style="list-style-type: none"> ▪ Deliver redesigned (design and site structure) corporate website ▪ Deliver increased availability of self-service/transactional customer journeys on the website 	<p>Olivia Shaw, Head of Customer Service</p> <p>Steve Bacon, IT Operations Manager</p> <p>Rob Pavey, Assistant Director for Revenues</p> <p>Tom Carne, PR Manager</p>	<p>Corporate Plan 3.1</p> <p>T1.01.01 Website Redesign</p> <p>T1.05.01 Online Mapping</p>	<p>P001 Customer Services Programme (P147 – Systems and Digital Development)</p> <p>BAU – Website Development Board</p>

Service Area Business Planning Template 2018/19

Resources

Estimated *revenue* savings / growth

Savings or growth item description	Year	Amount (£)	Reasons
revenue growth	2018/19	£35K	<ul style="list-style-type: none">- 15K for GovMetric implementation (funded within IT Strategy)- 20K for annual customer satisfaction survey benchmark

Estimated *capital* growth

Growth item description	Year	Amount (£)	Reasons
Nil			