



## CABINET REPORT

<b>Report Title</b>	<b>Customer Feedback Annual Report 2008/9</b>
---------------------	---

**AGENDA STATUS: PUBLIC**

<b>Cabinet Meeting Date:</b>	23 <sup>rd</sup> September 2009
<b>Key Decision:</b>	NO
<b>Listed on Forward Plan:</b>	YES
<b>Within Policy:</b>	YES
<b>Policy Document:</b>	NO
<b>Directorate:</b>	Finance and Support
<b>Accountable Cabinet Member:</b>	Councillor Tony Woods
<b>Ward(s)</b>	N/A

### 1. Purpose

- 1.1 To receive customer feedback trend analysis for the financial year 2008/9.

### 2. Recommendations

- 2.1 That Cabinet note the contents of the report and the work in progress to improve complaints handling.

### 3. Issues and Choices

#### 3.1 Report Background

- 3.1.1 At Cabinet on 4<sup>th</sup> August 2008, it was agreed to receive regular reports on customer feedback. This report provides high-level statistical information on

customer feedback received in the financial year 2008/9. It highlights key issues and provides an overview of the action taken to support continuous improvement and learning from complaints

### **3.2 Issues**

- 3.2.1 Customer feedback is welcomed by the Council. This report provides an overview of performance to date. There has been significant improvement in performance compared with financial year 2007/8. There has been a 22% reduction in numbers of complaints and response times are improving.
- 3.2.2 Response times are below target, action is being taken to improve the percentage answered within the target time through the Corporate Performance Review process and Directorate Management Teams. The final quarters of the financial year show that improvement is being made.
- 3.2.3 Training has been delivered to enable front line staff to resolve issues for customers prior to a complaint being raised. Reductions in reported complaints in quarters three and four shows that this training is having an impact.
- 3.2.4 Customers are more satisfied when they have prompt verbal contact from officers to clarify and address their complaint early. Changes are planned to improve the Customer Feedback Procedure to encourage staff ownership of customer issues at the informal stages of the complaints process.
- 3.2.5 There needs to be improved communication on how to complain and the action taken by the Council to change services as a result of that feedback.

### **3.3 Choices (Options)**

- 3.3.1 That the contents of this report inform planned improvements to complaints handling.
- 3.3.2 That copies of this report are made available to other members, our customers and officers in the Council.

## **4. Implications (including financial implications)**

---

### **4.1 Policy**

There are no policy implications at this stage.

### **4.2 Resources and Risk**

There are currently no resource or risk implications to the Council.

### **4.3 Legal**

There are no legal implications to the Council.

#### **4.4 Equality**

This report does not identify any specific issues in relation to equalities.

#### **4.5 Consultees (Internal and External)**

A customer survey has been conducted and used to understand how customers feel about the way in which complaints are handled now and how they should be handled in the future.

#### **4.6 How the Proposals deliver Priority Outcomes**

The report supports the Council's priorities and outcomes in particular to provide excellent customer service. There was a specific target to reduce complaints by 20% in 2008/9, which was met. The effective handling of complaints links closely to the delivery of the Council's Customer Excellence Strategy.

#### **4.7 Other Implications**

None identified.

### **5. Background Papers**

---

#### **5.1 Quarterly Customer Feedback Analysis Reports – April 2008 to March 2009**

**Cheryl Doran, Assistant Head of Customer Services, ext 7234.**