

## Objectives and Delivery Plan

### Customer Insight, Experience and Engagement

Transforming Blaby Together



#### Section 1 Introduction

This plan showcases Blaby District Council's commitment to our customers with guiding principles and aims for how our customers and service users will connect with us. Placing our customer at the heart of everything we do and recognising the importance of the diversity of customers' needs across Blaby District.

Blaby District Council, like other councils and central government, has made more and more of its services available online, and this shift to digital will continue. Many people find it more convenient to get information or to access services in this way as it fits in with their lifestyle. Increasing the number of residents who regularly 'self-serve' rather than choosing to phone or visit the council offices will help us target our resources more effectively to prioritise the people and communities who need help and support the most.

We also understand that self-serve and accessing online services is not for everyone. Our communities are diverse and so are their needs and preferences, we will do all that we can to meet these. We will use this plan to embrace the power of technology positively to tackle exclusion from services and communities, ensuring everyone has equal access to the information and help they need, regardless of their individual circumstances.

Supporting this document is our internal delivery plan, which consists of specific projects and initiatives. These projects and initiatives are managed through our Corporate Project Framework and iPlan, our Business Planning System, which ensures we maintain focus on delivering our objectives and realising tangible savings for our District.

## Where are we now?

The results of the latest Blaby Residents Survey carried out in early 2022 has shown a positive and satisfied community within the district, with 63.5% satisfaction with services provided and 82% satisfied with the district as a place to live. Data from April 2022 – March 2023

# Customer Services

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**61,419**

Calls received into  
Customer  
Services

Calls answered



**91%**



**3560**

Face to face drop  
in interactions  
with Customers

We sent **112,950** letters  
on behalf of BDC



## Corporate Service Standards – Our Commitment to You

Our purpose is to put the customer at the heart of everything we do. When customers get in touch with us, we always aim to consistently provide an excellent and efficient service regardless of the reason for contact.

We take pride in treating people well, being accessible and providing a helpful resolution to any enquiry.

We have a range of Service Standards which apply across the whole organisation so that customers are aware of what levels of service they can expect from us.

If any of our customers ever feel disappointed about any aspect of our service we would like to know as we want to ensure that everyone who contacts us, for whatever reason, is pleased with the service that they receive.

We are committed to providing all our customers with an excellent service.

We always aim to:

- See you promptly upon arrival at any of our offices
- Deal with your enquiry or service request quickly and efficiently
- Keep you informed
- Listen and be courteous and helpful
- Treat you fairly and equally
- Arrange for private interview facilities, if required
- Keep our website up to date and accessible

You can normally expect:

- To be seen within 10 minutes of your arrival at our offices
- To have your telephone call answered within ten rings
- To receive a response within one working day to any answer phone or voicemail message you have left
- To receive a reply to letters and emails within 10 working days
- To be offered an appointment with an appropriate officer (if not available at the time of your visit) within 10 working days
- To have any complaint dealt with promptly and following our complaints procedures

## Engaging with your Council – What we need from you

We want to continue offering value for money services to all our customers and communities. Supporting and encouraging more people to 'self-serve' frees up valuable resources, which means we are better able to assist our most vulnerable customers and prioritise support for people who need help the most.

Here are some simple and easy things you can do to help us achieve this:

- Before thinking about visiting the Council offices or picking up a phone, visit [www.blaby.gov.uk](http://www.blaby.gov.uk) its open 24 hours a day, every day of the year
- Sign up to 'My Account' – it only takes a few minutes but gives you personalised access to your key services such as Council Tax. We will be increasing the number of services available through 'Your Account,' and once you are signed up we will be able to keep you updated with any changes
- 'Following' us on X/Twitter and our Facebook page means you will be able to find out what is happening in your community, have conversations with people who have similar interests, and keep updated with Council news as it happens
- There are other self-serve options too, such as booking a bulky collection online or why not set up a Direct Debit for your Council Tax? Simply sign in to 'My Account' and follow the instructions.
- Let us help you to help yourself – we want everyone to benefit from accessing services online so will always encourage you to try it for yourself. If you have never been online before, or aren't sure how to access a service, we will support you by either talking you through the process or sitting with you to show you how it works
- If you do need to come and see us, make sure you bring your documentation and information so we can deal with your request faster and reduce the number of times we need to see you.
- Be polite and respectful – we want to help you but will not deal with violent, rude, or disruptive customers

## Section 2 – Transforming Blaby Together

**Transforming Blaby Together** is our over-arching response to the challenges that we face as a council. The world is changing around us, and we need to adapt. Customer base, demand, and expectations are evolving, and we need to become more responsive to meet their needs. At the same time, we are challenged by reduced finances.

Our vision for the **Transforming Blaby Together** is to enable the authority to adopt a culture of continuous improvement to facilitate opportunities and different ways of working to drive operational effectiveness and build in cost effective efficiencies. Delivering an exceptional customer experience and assuring customers are at the heart of everything the council does continues to be of high priority for the authority and the transformation programme

**Transforming Blaby Together** aligns our objectives for delivering our plans across the areas of:

- Equality, Diversity, and Inclusion (EDI)
- People and Organisational Development (POD)
- Customer Insight and Engagement (CIEE)
- Transformation, Projects, and Digital (TPD)

Centered around four key themes:



Under each of these themes we explore our aspirations for the future, consider what needs to be done (our commitment) and create delivery plans, to ensure that Blaby District is a great place to live, work, and visit.

## Section 3 – Customers At Our Heart

### Our Aspirations

Our customers are our residents, communities, and local businesses, we place them at the heart of everything we do to ensure that Blaby District is a great place to live, work and visit.

We believe that our customers should be able to access our services with ease, irrespective of the method they choose to contact us. We recognise that our customers' expectations and preferences are changing, and that time is valuable. We are one organisation and without needing to know or understand how the Council is organised our services, information and advice should be intuitive, easy to find and navigate, up to date, and accessible.

### Our Commitment

#### One Organisation, Working Together

- We will continually review services to ensure they are streamlined, fit for purpose and easy for the customer to understand and access.

#### Understand Our Customers and Our Communities

- We will work with Councillors to engage and communicate with our customers and communities to understand what they need and want from us
- We will recognise the diversity of our customers' needs in the design our services

#### Right First Time

- We aim to provide our customers with the information or support they need at the first point of contact, through our website or other access channels
- We will support and empower our teams to place the customer's needs at the heart of every interaction

### Our Plan

| Action  | By When             |
|---|---------------------|
| We will revisit our approach to managing customer demand to ensure our customer contact operating model is the most efficient and effective way of meeting our customers' needs | 2025                |
| We will undertake a customer experience survey to seek views on contacting and engaging with council services for day-to-day business   | Completed June 2024 |
| We will work will councillors through our member development group to support meaningful engagement and communication with our customers and communities                        | Ongoing             |
| We will develop customer satisfaction measures across all customer touchpoints to ensure we are achieving the aims  | Completed June 2024 |
| We will review and implement a corporate Customer Record Management system to improve customer processes and provide increased personalisation for customers                    | Nov 2024 completed  |

## Section 4 – Prioritise Digital

### Our Aspirations

The world is changing around us, our customer demand and expectations are evolving, and we need to become more responsive to meet their needs.

We recognise the increasing demand for self-service and digital access across our district, we believe that, where it is feasible and appropriate, we should enable our customers to interact with us digitally and access services directly.

Technology moves at a fast pace, and we recognise the need for us, as a council, to remain connected with new advances in technology.

### Our Commitment

#### Make Digital Available and Accessible

- We will aim to provide digital access to all our services where it is practical to do so, and support customers to embrace digital opportunities

#### Deliver Hybrid Services

- We will provide consistent and appropriate access to our services via the right combination of digital and non-digital channels to meet the needs of our customers

#### Embrace New Technologies

- We will explore working with communities and partners to help our customers take advantage of new technology to improve their wellbeing and independence
- We will explore the utilisation of new technology such as such as process automation to deliver services in more innovative and efficient ways

### Our Plan

| Action  | By When |
|---|---------|
| We will continue to adopt a digital first approach; increasing online availability which will reduce service delivery costs through efficiency savings. Thereby we will strive to develop a self-serve digital pathway to meet our customer needs | Ongoing |
| We will provide consistent online forms, that are concise, easy to understand, and collect all the relevant information at the first point of contact   | Ongoing |
| We will research and explore artificial intelligence (AI) solutions for customers looking for simple advice and/or factual information  | 2025    |

## Section 5 – Challenge The Way We Work

### Our Aspirations

Our people, as our greatest assets, are valued and committed to delivering quality services to our residents, businesses, and visitors, we recognise that ways of working have changed since 2020 and continue to learn lessons from our experience.

We understand the need to continuously review our processes to ensure they remain fit for purpose and are responsive to the needs of our customers.

We are committed to reducing the carbon footprint of our council, embedding a low carbon culture, and supporting our residents, businesses, and community to reduce their carbon emissions.

### Our Commitment

#### Efficient and Effective Processes

- We will transform our processes to improve the customer experience and deliver cost effective services, utilising our Transformation Programme to embed a culture of continuous improvement

### Our Plan

| Action   | By When |
|--|---------|
| We will develop and implement an in-depth customer insight and experience review programme of council services   | 2025    |
| We will explore the re-design of services to improve the customer experience journey and value for money, prioritising services which have a high volume of customer interaction, and/or where we want to improve customer satisfaction. | Ongoing |



## **Section 6 – Equalities Impact Assessment**

- Individual projects will be assessed with respect to Equalities Impact in line with corporate policies and processes.

## **Section 7 – Carbon Neutral / Net Zero Benefits**

- 'Net Zero' is one of the commitments cited under the 'Challenge the way we work' theme. The subsequent objectives and resulting action plans will focus on supporting the Council's ambition to be net zero by 2030, and the district net zero by 2050.
- Individual projects will be evaluated with respect to Environmental Impact in line with corporate policies and processes.

## Appendices

### Blaby District Council – Strategy

Objectives and Delivery Plan (Customer Insight, Experience and Engagement) – part of the [Transforming Blaby Together](#) Strategy.

|                              |   |                         |                      |                                     |            |
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\*'Approved by' and 'approval date' are in relation to the most recent version.

### Review History

| Version* | Reviewed By (Job Title)                                     | Review Completion Date | Brief Description of Changes (add 'no changes required' if applicable) |
|----------|---|------------------------|--|
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| 002      | Customer Insight, Experience and Engagement Service Manager | 28/11/2024             | Reviewed   |
|          |   |                        |  |
|          |   |                        |  |
|          |   |                        |  |

\*Version number remains the same if no significant changes are made upon review.

## Document Definition / Approval & Review

A Blaby District Council strategy 'outlines specific plans and actions that are designed to achieve a longer term or overarching objective.'

Key published documents are approved for publication in line with the approval matrix illustrated in the Key Published Document Procedure.

Unless agreed by exception, key published documents must be reviewed at least **every 3 years** from the date of approval.

Significant updates/changes must also seek reapproval in line with the approval matrix.

## Scope

This strategy applies to the work undertaken by Blaby District Council

## Terms & Definitions

The following abbreviations are used within this document.

| Term | Definition                                  |
|------|---|
| CIEE | Customer Insight, Experience and Engagement |
| EDI  | Equality, Diversity, and Inclusion          |
| POD  | People and Organisational Development       |
| TPD  | Transformation, Projects and Digital        |
| TBT  | Transforming Blaby Together                 |