

Overview and Scrutiny Review Matrix

Review Topic: Customer Journey – inside and outside office hours, including out of hours emergency response.

Timescale
Start:
Finish:

Review Rationale:

West Berkshire Council strives to deliver the best possible customer experience regardless of the channel chosen to contact us and when they contact the Council.

On two occasions in the past year, elected members have highlighted issues relating to contacting relevant officers and the subsequent escalation process, which has led to OSMC seeking a review of both the Customer Services contact centre and the Emergency Out of Hours Service.

Some considerations of this review may be:

- a. How do residents prefer to interact with the council?
- b. What do residents expect and value when they interact with the Council as customers?
- c. How can both Members and Officers understand and improve understanding of the customer's wants and needs?
- d. What Council Services are provided out of hours and how are they provided?
- e. How has our relationship with customers been impacted by the pandemic and subsequent new work styles?
- f. How can we effectively link an improved customer journey with benefits to communities on the ground?
- g. How can we use our customer service channels to improve community capacity, capability and participation?
- h. Is customer experience consistent across all available channels?
- i. Is there an organisation-wide commitment to good customer experience?
- j. What best practice or learning can we gather from other local authorities?

Terms of Reference:

The Task and Finish Group will:

- **Part 1:** Office hours customer contacts

Review the customer experience, and how the Council's systems and customer service channels work, to understand if they are effective and delivering a positive and efficient service.

This element of the review will be undertaken by:

- Holding facilitated meetings with the 5 highest contact volume departments or service areas to understand how enquiries are followed from initial point of contact in Customer Services to other areas of the Council.
- Members will review performance reports for Customer Services, complaints reports, Residents Survey results and other data available in order to analyse effectiveness.

- **Part 2:** Office hours customer contacts

Consider whether systems and processes can be improved to enhance customer experience, whilst considering cost implications

This element of the review will be undertaken by having regard to the conclusions of part one and:

- Members will review details of customer experience approaches from other local authority areas. (This information will be collated by the Service Lead- Customer Engagement and Transformation and the Performance, Risk and Consultation Manager.)

- **Part 3:** Out of Hours Emergency Contact Centre and Response

Consider whether the Council's Out of Hours service offers an effective and consistent customer experience

This element of the review will be undertaken by:

- Reviewing how customers can contact the council out of hours
- Reviewing the Service areas deemed to require an out of hours response and how this is or could be provided
- Reviewing the on call duty rota arrangements (including budgets) across the Council including those with authority to act on the councils behalf.
- Reviewing how the Emergency Duty Officers escalate an emergency situation out of hours along with key stakeholders.

- **Part 4:**

Highlight areas of good practice and make recommendations as to how improvements might be made

Members will collate their findings which will then form the basis of a report to be considered by Overview and Scrutiny Management Commission.

Review Membership:

Members of the Task and Finish Group will be agreed by the Overview and Scrutiny Management Commission on 22 March 2022.

Councillor
Councillor
Councillor
Councillor

Chairman:**Vice-Chairman:****Scrutiny Officer:****Information Required:**

Contact centre call volume and answering data
Website visit data
Service level performance data
Interviews with officers from service areas within the scope of the review

Documents/Evidence:

Residents Survey outcome report (2020 and 2021)
Quarterly reporting for relevant service areas
SLA for out of hours service and scope for re-tendering

Witnesses: *(Who/Why?)***Measures Available**

Suite of contact centre and website data including survey results, as outlined above

Desired Outcomes:

- 1.
- 2.