

Improving our Customer Services

Transitional Committee briefing

The range of services we deliver

The below is a sample of access points within different council departments and teams. It is not exhaustive, but indicates the range of services the council provides:

- Adults First Contact
 - Children's Safeguarding
 - Children Looked After
 - Convening
 - Independent Reviewing Service
 - Leaving Care Service
 - City Wide Care Alarms
 - Education
 - Free School Meals
 - Information Services School Support
 - OOH Adults
 - OOH Children's
 - SCAS
 - Short Breaks
 - Short Term Intervention Team
 - Special Educational Needs
 - Elections
 - Events
 - Highways
 - Public Health Sheffield – Other
 - Public Health Sheffield – Schools
 - Blue Badge and Travel Permit
 - Register Office
 - Track and Trace
 - Business Sheffield
 - Environmental Regulatory Services
 - Housing and Repairs Default
 - Housing Event
 - Housing General
 - Housing Rents
 - Housing Solutions
 - Local Assistance Scheme
 - Lifts Daytime
 - Medico Legal Service
 - OOH Environmental
 - OOH Homeless
 - OOH Lifts
 - OOH Repairs
 - Parking
 - Parking Services Admin Team
 - Parks and Countryside
 - Environmental
 - Building Control
 - Licensing
 - Parking Services Control Room
 - Planning Service
 - Planning Local Plan
 - Property Services
 - Repairs Appointment
 - Repairs Gas
 - Repairs New
 - Repairs Other
 - Repairs Priority
 - Housing Repairs Service & Lift Emergency Line
 - Business Rates
 - Revs & Bens Back Office – ICAM
 - Revs and Bens Discounts
 - Revs and Bens Appointments
 - Revs and Bens Auto Agents
 - Revs and Bens Benefits General
 - Revs and Bens Change of address
 - Revs and Bens Council Tax General
 - Revs and Bens Direct Debits
 - Revs and Bens Events
 - Revs and Bens PDSA
 - Revs and Bens Priority
 - Revs and Bens Self Serve
 - Revs and Bens Summons
 - Switchboard
 - Complaints
 - Feedback & Complaints
 - Fulfilment
 - Contact Centre
 - Children's Strategy and Commissioning – Training
 - Information Services Liquid Logic Support
 - OOH Corporate Repairs
 - Members Support
 - Public Health Sheffield – Admin
 - Creditors Revs & Bens
 - HR Service
 - IT Helpdesk
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What people in Sheffield have told us

2019 customer survey - over 2400 responses from online and face to face sessions (to avoid digital exclusion)

Focus groups and one to ones interviews with staff

Key feedback points:

- People want help whichever way they contact us ('no wrong door')
- We build our systems and processes to suit the Council rather than our customers
- The majority find it hard to get through on the telephone and want to do more things online
- Our targets and measures don't match customer's expectations

What people in Sheffield have told us

“I was on the phone all day waiting to speak to someone. I can afford to do that, but not everyone can”

Citizen, Welfare Reform Project

“People want to do things at a time that suits them, on the website it’s sometimes hard to find things...we should be aiming for a first-time fix.”

“I have always got to everything – make the first call – chase up – it’s exhausting dealing with the council”.

Members task & Finish group

Customer Survey respondent

“Engage more with the people of Sheffield who use the services. Start thinking about how things could be better rather than just (doing) what you’ve always done. Be ambitious.”

Customer Survey response

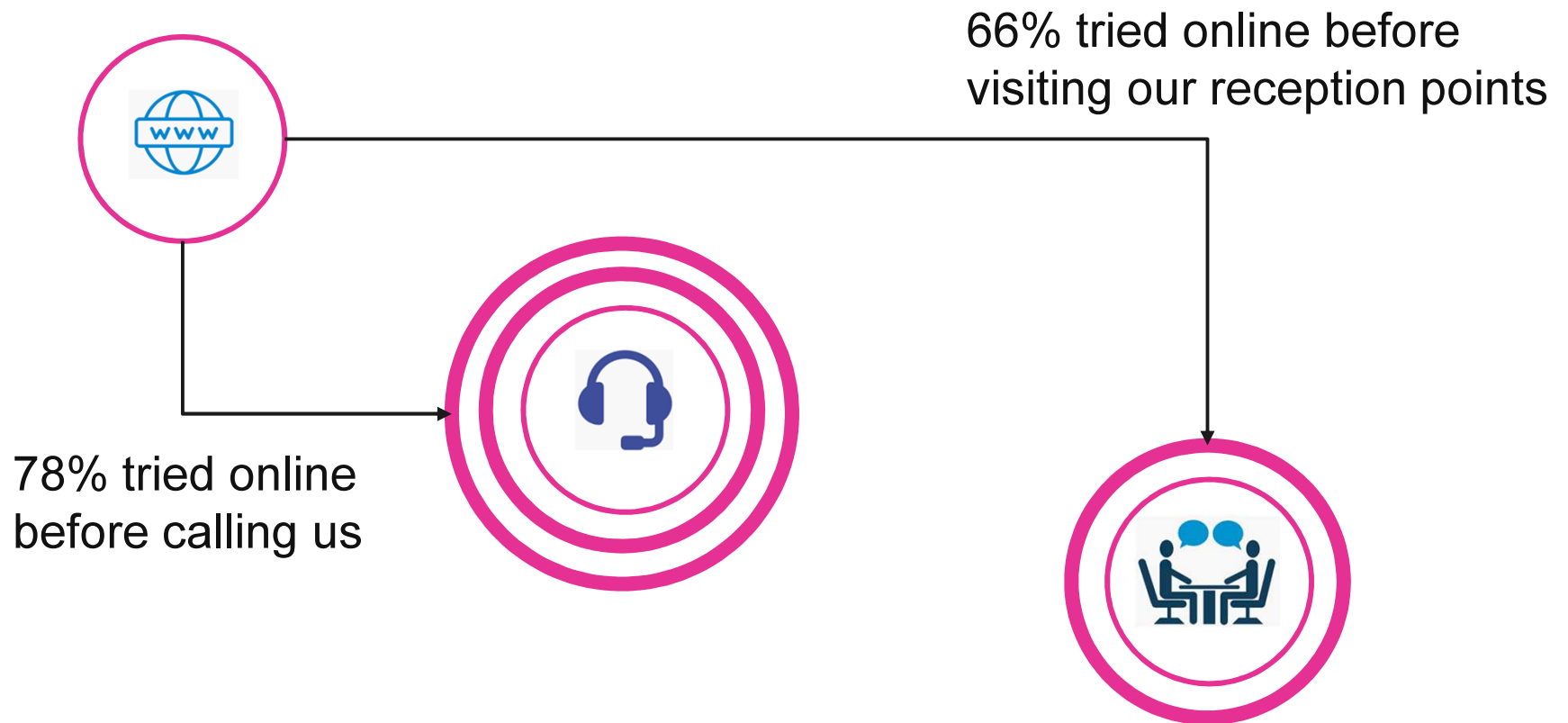
Previous efforts in this area

Changes have been made to some services and our online offer.

- New Council website, designed around user needs following best practice principles;
- Customer-friendly online forms available; implemented for some services;
- End-to-end services for most highways customer interactions and some other areas;
- Development of new customer-focused service models for fostering and libraries; and
- Enhanced payments capabilities.

While some progress has been made, delivery of these objectives to date has **tended to be done in silos and we still have a disjointed and frustrating customer experience**. We need to offer people more choice and online options and support our staff to do this.

People call and visit when they can't do things online



What could we do?

Suggested approach to improvement

- Put customers and front line staff at the centre of service design
 - Take the perspective of our customers and not a 'silo' or service based view
 - Make it easier for customers to talk to us and receive services whenever and however they prefer to
 - Take advantage of new technologies and make sure we manage our resources effectively
 - Make sure that when customers contact us they can get what they need in that first point of contact or in as few steps as possible, and that we keep them regularly updated along the way
 - Support our customers to do more tasks online
 - Design digital services that are based on user (not organisation) needs
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What could customer experience be like?



Online – easy, self-service, useful, wide range of services available

What could customer experience be like?



In Council Offices – welcoming, experienced staff, proactive

What could customer experience be like?



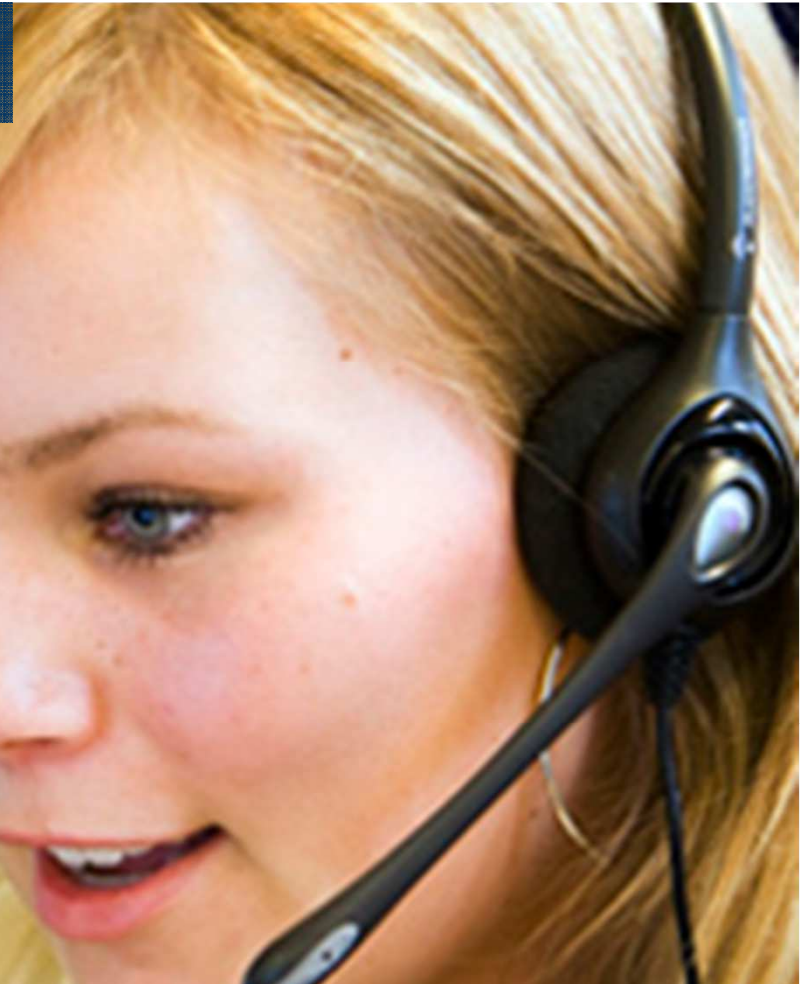
On the telephone – meet customers need, helpful, proactive

What could staff experience be like?

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Frontline Staff – access to information, empowered, trained, satisfied









What could our partner's experience be like?



For the Council's partners – collective focus on outcomes, joined up

What Difference will this make and how will we measure it?

- Reduced complaints about chasing updates
- Shorter call times and more time to fix problems on calls with customers
- Staff better equipped to respond to customers needs
- Less short visits to websites that aren't useful
- More options for people to access services - requesting and tracking things online
- Shorter distances for people to travel to access services

	Understanding our customers	Join up information in our systems to share a more rounded view of people's circumstances with staff
	Helping our staff to do their jobs better	We will invest in skills, tools and systems to enable our employees to provide the best possible customer experience
	Designing Services that meet our customer's needs	Speak directly to people that use our services and work with teams to redesign how they deliver services
	Face to Face Access Design	Deliver services more flexibly in communities so people can access services in a convenient location for them (links to Local Area Committees)
	Single Customer Account	An online account where people can view and manage their requests and track progress
	Invest in our Digital Offer	Build capacity to develop services offers and end to end journeys, making use of new technology

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