



2023-2027

# CUSTOMER EXPERIENCE STRATEGY



Working together to offer a clear and consistent experience



*served by One Team*

South & East Lincolnshire Councils Partnership



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**The South & East Lincolnshire Councils Partnership is made up of Boston Borough Council, East Lindsey District Council and South Holland District Council.**

**This strategy outlines how we will work together to support people to access our services.**

We want to continue to transform our services to ensure we meet the needs of our customers now and in the future and are committed to providing a positive experience that is accessible, simple and efficient.

For the purpose of this strategy, our “customers” are:

- Residents
- Businesses
- Visitors
- People who work in the area
- Community Groups and Charities
- Organisations working with the Councils



# WHAT IS 'CUSTOMER EXPERIENCE'?

**Customer experience is how you feel when you interact with us.**

You might get in touch with us to let us know you are moving home, to register a business or to find local waste collection days. Perhaps you are a local charity or community partner wanting to work with the Council. Whatever the reason or the way you choose to engage with us, we want that experience to be positive.

We will provide this through a consistent approach across the organisation, regardless of who you are or what service you require. It will not be just our customer contact teams delivering this, but our employees and partners too. So no matter where, why and when you interact with us you can expect a quality service.

By working with our communities, we try to understand changing needs and how people prefer to reach us or for us to reach them. We aim to deliver services which help people find answers to their questions and provide the tools they need to stay independent and help each other.

We respond to the needs of our communities, but we would like to prevent some of those needs from occurring. We will do this by focusing our resources where they are needed and being flexible. We know that some people prefer to help themselves, so we will make self-serve options available. Where this is not possible, we will ensure our staff are well trained if you need to contact us.

# WHY A CUSTOMER EXPERIENCE STRATEGY?

**Society is changing and so is our way of communicating**

How do you stay in touch with your extended family? How do your children talk to friends? How do you find a new job? As a council we are just one of the many organisations you may need to interact with.

**Prevent needs from getting worse**

It is better to have issues resolved early than allow them to get worse and cause distress, cost or time to put right. In the same way, it is better for us to step in early where possible and not allow things to escalate.

**Resident trust**

As public services, it is important that we can demonstrate value and that our residents trust us to do the right things for them.

**Value for Money**

With an increasing population and economic pressures, it is more important than ever that we get things right the first time. Chasing a response, repeat contacts, mistakes, complaining – these all have a cost to you and us.

**Health and Wellbeing**

Access to the right information, advice and support in local communities help people stay happy, healthy and make informed choices.

# OUR PEOPLE

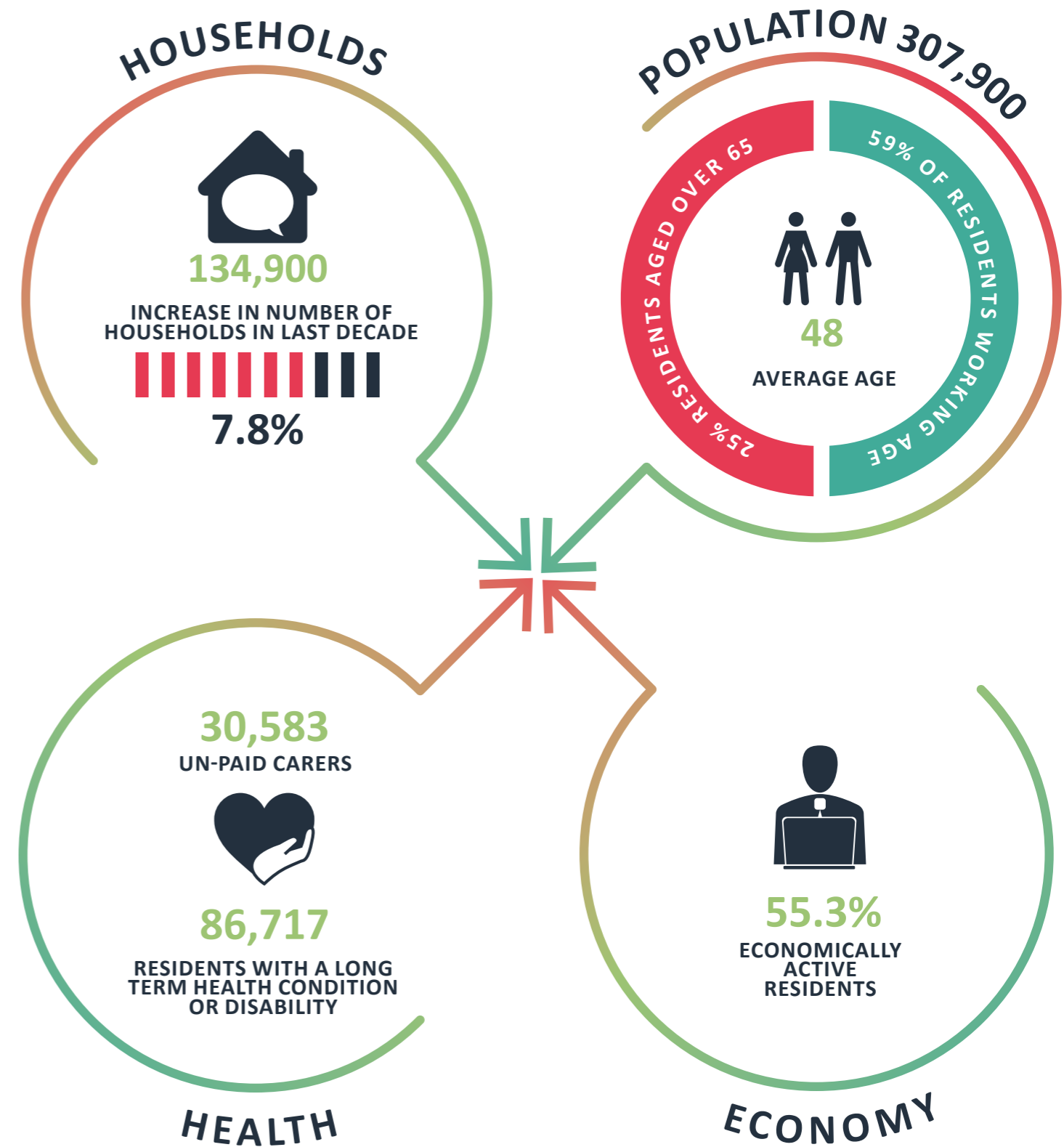
Our “customers” are businesses, partners and anyone who lives, works and visits South and East Lincolnshire.

It is important to understand our communities and customers and how they change to inform the way we provide our services.

We understand there are challenges that will need to be collectively addressed to ensure a positive customer experience.

These include:

- Providing a quality customer experience across an increasingly diverse community
- Maintaining a good experience as our population grows and demand for services increases
- An ageing population and increasing dependency mean many customers need our services and extra help to live independently
- Ensuring our services have capacity to understand and support the needs of our more vulnerable residents and communities
- Ensuring that ‘transactional’ services are accessible and efficient, to allow our staff the capacity to support early intervention and prevention to help manage demand
- An ageing population mean some people may need extra help to live independently



# OUR CURRENT CUSTOMER EXPERIENCE

Delivering services to local businesses and residents is part of our core purpose.

We do this with Public Sector Partnership Services (PSPS Ltd) who provide services on behalf of all three Councils.

## IN A YEAR...

  
**2,164,372**  
 WEBPAGE VISITS


  
**1,148,673**  
 WEBSITE USERS

  
**11 million**  
 REFUSE AND RECYCLING COLLECTIONS

  
**125,000**  
 TONNES OF HOUSEHOLD WASTE COLLECTED

  
**12,960**  
 NUMBER OF BUSINESS PREMISES

  
**1,490**  
 DISCRETIONARY HOUSING APPLICATIONS

  
**21,446**  
 COUNCIL TAX SUPPORT BENEFICIARIES

  
**146,373**  
 COUNCIL TAX REGISTERED PROPERTIES

  
**10,613**  
 HOUSING BENEFIT RECIPIENTS

  
**4,044**  
 CONTACTS FOR PEOPLE AT RISK OF HOMELESSNESS

  
**1,786**  
 HOMELESS PREVENTION APPLICATIONS

  
**369,957**  
 CUSTOMER SERVICE TELEPHONE CONTACTS

  
**44,758**  
 CUSTOMER SERVICE E-MAIL CONTACTS

  
**5,741**  
 CUSTOMER SERVICE FACE TO FACE CONTACTS

# YOUR CUSTOMER EXPERIENCE WITH THE SOUTH & EAST LINCOLNSHIRE COUNCILS PARTNERSHIP WILL BE SIMPLE, EFFECTIVE AND PEOPLE FOCUSED

OUR VISION

We believe this can be achieved through a South & East Lincolnshire Partnerships offer:

- consistent standards
- a person focused culture
- flexible approach to meet customer needs
- use of digital technology
- knowledgeable staff

To deliver our vision, we have developed a 'customer promise' to help us improve our customers' experience no matter how they chose to interact with us.

South & East Lincolnshire Councils Partnership's 'One Team' staff values and behaviours show how we work together for our communities and customers.



HOW WE WORK AS ONE TEAM TO BE THE BEST FOR OUR PLACE AND PEOPLE

# OUR PROMISE

## We promise to provide:

### A person centred approach

- Aim to resolve your query the first time you contact us
- Empower staff so they provide a consistent and quality service
- Understand your point of view and seek feedback to improve
- Monitor demand and identify things we need to change

### Embracing technology

- Introduce, promote and support self-service
- Provide a choice of 'channels' that are simple and easy to use
- Provide help and support for you to use our on-line services
- Continue to embrace technology to become more efficient

### The best solutions

- Work with you to identify solutions to your issues
- Provide a professional service with skilled and trained staff
- Provide a joined-up service between the council and our partners
- Maximise self-help and early intervention to resolve problems

### Be understanding, open and respectful

- Treat all of our customers with respect
- Ensure we do as we say we will
- Keep you informed and updated
- Provide clear, consistent and up to date information, advice and signposting to services and support



# MEASURING SUCCESS

We are seeking to achieve 3 key outcomes to deliver our vision and success will be monitored by our new Customer Experience Board.

## Outcome 1: An organisational culture that is people focused

To design our services to make them easy to access whilst delivering the right outcomes in the most efficient way possible.

### How will this be achieved?

- Putting our customers at the heart of everything we do to ensure we understand what they need from us
- Providing a choice of 'channels' to contact us and find information
- Providing the right thing first time for an efficient and responsive service
- Ensuring our services are available and accessible to all our customers
- Being approachable, professional and recognising our mistakes
- Investing in the right technology to meet our ambitions
- Providing a reliable and secure service
- Reviewing and monitoring our services and seeking feedback to improve how we do things

## Outcome 2: A simple, effective, and positive customer experience

To deliver an improved and consistent experience, however our customers interact with us

### How will this be achieved?

- Working as one organisation to offer a clear and consistent experience
- Ensuring staff have the knowledge, skills and tools to deliver a quality service
- Clearly setting out information including contact details and waiting times
- Keeping customers informed
- Supporting staff and investing in training to improve customer service
- Recognise when we get things wrong and putting thing right quickly
- Listening to feedback and making improvements to our services
- Providing online access 24 hours a day, 7 days a week

## Outcome 3: Support that meets our customer's needs

To create the environment, facilities and advocacy to support those that need it most.

### How will this be achieved?

- Designing efficient processes across our services
- Working with our community and partners to deliver support
- Making face-to-face services available for those who need it
- Having trained staff available on phone for those who cannot self-serve
- Making make sure everyone has equal access to services
- Recognise ward Councillor's role as the voice of their community



**Working together to offer a clear  
and consistent experience**