



Copeland Borough Council

CUSTOMER SERVICE STRATEGY

PUTTING OUR CUSTOMERS FIRST

INTRODUCTION

Copeland Borough Council is committed to putting our customers at the heart of everything we do. This document outlines how the Council will achieve this as a part of realising the overall mission of working together to deliver excellent customer services and prosperity for West Cumbria.

THE KEY MESSAGE

This strategy is designed to ensure that excellent service is consistently delivered across the wide range of services that Copeland Borough Council is responsible for. Performance will be measured against all published service standards and action taken to ensure that a pattern of improvement is achieved. In addition the council will undertake regular customer surveys and will respond to customer feedback to ensure that published standards are appropriate and that customer satisfaction levels are high.

HOW WE WILL GET THERE?

We will achieve continuous improvement and excellence in customer service by;

- Publishing a comprehensive set of service commitments and standards in the form of a Customer Service Charter covering key areas of service delivery and by measuring, reviewing and improving service in these areas.
- Joining up services in ways that make sense to the customer
- Being accessible at times and places most convenient to the customer, through a choice of methods of contact.
- Delivering or supporting our services electronically.
- Delivering services, where appropriate, through local and regional partnerships.
- Ensuring that customers are not asked to provide the same information more than once.
- Being open and accountable so that information is freely and easily available.
- Seeking feedback from our customers and acting upon and learning from any comments received.
- Effectively promoting available and accessible technologies to maximise communication access channels into the Council.

CONCLUSIONS

This document along with published standards and commitments ensures that the customer is the focal point in the process of promoting positive change within the council and that minimum acceptable standards of service are clearly understood by both staff and customers.



Copeland Borough Council

CUSTOMER SERVICE COMMITMENTS

- We will attend to customers who visit our reception within 5 minutes of their arrival
- We will answer telephone calls within 15 seconds during office hours
- We will acknowledge external customer emails within one working day and respond fully to all email enquiries within 3 working days
- We will acknowledge letters of complaint within 3 working days of receipt and respond fully within 10 working days
- We will respond to all letters received from our customers within 10 working days
- We will respond to voice messages left by customers within one working day
- We will ensure that all of our customers feel that they have been dealt with politely, professionally and with respect
- We will ensure that all of our customers feel that we make it easy for them to make comments or complaints about the service they receive
- We will ensure that all of our customers feel that the information provided about services is easy to understand