

ACTION PLAN FOR CUSTOMER SERVICE

	Action	Information Provision	Handling of complaints
1	We will ensure that the information on our website is maintained and up-to-date	X	X
2	We aim to target information about events and service to our own residents	X	
3	We will increase publicity around council policies, decisions and actions so that residents better understand the activities of the council	X	
4	We will publish a full A-Z of council services	X	X
5	We will develop and publish service standards that describe how we will respond to customer communications	X	X
6	We will develop and publish a customer charter that sets out the commitments the council will make to the residents of Copeland	X	X
7	We will gather information about our customers' needs	X	
8	We will undertake coordinated consultation exercises to inform our decisions		
9	We will monitor complaints corporately and respond to emerging issues		X
10	We will revise and extend the complaints policy, procedures and processes to include comments and compliments	X	X
11	We will train our staff in the handling of complaints, comments and compliments		X
12	We will regularly ask for feedback on customer satisfaction	X	X
13	We will monitor our performance and tell you whether we are delivering the service we promised	X	X
14	We will tell you more about the actions we are taking in response to feedback	X	X

BACKGROUND

1	<ul style="list-style-type: none"> ▪ Update existing information ▪ Clarify roles and responsibilities for maintenance of content
2	<ul style="list-style-type: none"> ▪ Establish what information is already available about our customer base ▪ Establish what we can do within the constraints of the data protection act ▪ Identify what purposes the information could be used for
3	<ul style="list-style-type: none"> ▪ Link our communications plan to the forward plan of policies ▪ Plan the content of Copeland Matters in line with the forward plan
4	<ul style="list-style-type: none"> ▪ Look at a joint approach with partner organisations ▪ Make the A to Z accessible through the website and Copeland Matters
5	<ul style="list-style-type: none"> ▪ Devise corporate standards for responding to customer communications ▪ Publish standards ▪ Survey customers on their opinions and review in response to feedback
6	<ul style="list-style-type: none"> ▪ Develop a corporate customer charter
7	<ul style="list-style-type: none"> ▪ We will identify who our customers are (including hard to reach groups) ▪ We will work with representatives to identify the needs of our customers
8	<ul style="list-style-type: none"> ▪ We will agree a timetable of consultation in line with the forward plan and future projects ▪ We will inform Copeland Direct when and what consultations are being issued ▪ We will plan consultation with the Citizens Panel
9	<ul style="list-style-type: none"> ▪ We will report quarterly to Corporate Team on complaints received and actions taken
10	<ul style="list-style-type: none"> ▪ We will establish staff perspective of problems with dealing with customer complaints ▪ We will establish the need to record all complaints, comments and compliments ▪ We will review the need to introduce a comment/suggestion box (for staff and customers) ▪ We will establish a routine of closing complaints, i.e. ensuring action undertaken not merely reported
11	<ul style="list-style-type: none"> ▪ We will change the culture of the organisation to see comments as a positive and an opportunity to apply lessons learnt from feedback
12	<ul style="list-style-type: none"> ▪ We will undertake a quarterly customer satisfaction survey of Copeland Direct Customers
13	<ul style="list-style-type: none"> ▪ We will publicise how we are performing compared with our service standards
14	<ul style="list-style-type: none"> ▪ We will publicise the action taken in response to feedback and complaints ▪ We will publicise the results of consultation exercises