



**CUSTOMER SERVICE STRATEGY 2024-27**

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**2.0 INTRODUCTION**

- 2.1 This purpose of this paper is to present the new corporate Customer Service Strategy 2024-27. Strategy. The last one expired in 2020 and was temporarily replaced with the post-pandemic Recovering Council Customer Service Action Plan, which has been completed. The Strategy comp

posting out 300 surveys with reply paid envelopes.

4.3 The consultation responses were broadly very positive and headline figures from the questions asked are listed below:

Question	YES	NO
Do you think the six Principles and associated priorities in the Strategy cover the main elements of good customer service?	236 (85%)	40 (15%)
Is the Customer Service Strategy for 2024-2027 clear and easy to understand?	223 (82%)	50 (18%)
Do you believe the six commitments in the Customer Service Charter are fair and reasonable?	246 (90%)	27 (10%)
Each of the Strategy Priorities has a distinct set of actions in the Strategy Action Plan. Do you think the listed actions will help the council tackle its priorities and improve customer service delivery in the future?	195 (76%)	62 (24%)
Do you think the new Customer Service Strategy and Action Plan will help the council to meet the needs of our less digitally able customers?	146 (59%)	102 (41%)
Based on your understanding of the proposed Customer Service Strategy, Charter and Plan, how likely do you think it is that the Council will be better placed to deliver high standards of customer care in the future? Score 1-5 with 5 = Very Likely	62 scored 1 or 2 (23%) 93 scored 3 (34%) 121 scored 4 or 5 (44%)	

4.4 In addition to the quantitative questions asked above, there were a series of questions asking for additional comments or improvements to the Strategy and Charter and for suggested actions for the Action Plan. 996 individual comments were received on the following questions:

- Do you have any suggestions to improve the new Customer Service Strategy for

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