



Internal consultation with stakeholders and subject matter experts to establish the framework of the new strategy.

Benchmark exercise of the LA Strategies and other relevant Scotgov strategies.

Internal D&I Consultation on draft Strategy before wider customer consultation.

Full customer consultation, staff, and Member Consultation December 2023

customers to ensure the voice of digital strugglers was heard (276 respondents in total).

#### Data

Survey summary outcomes of draft survey:

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%)





**Details of knock-on effects identified**

There will be calls on other council Services to assist with the implementation of the Strategy, both to ensure its adoption by all employees through awareness and Performance and Career Conversations. There are also a number of Council Services (ICT, HROD etc.), that will be required to help implement the actions agreed in the Strategy Action Plan. These Services are detailed in that plan.

**Section 5: Monitoring and review****How will you monitor and evaluate the equality impacts of your proposal?**

The council undertakes a number of satisfaction surveys across a range of channels and all of these have questions relating to fairness. The outcomes of the surveys are carefully analysed to take of feedback.

We will monitor the Strategy Action Plan for completion and the impact of each completed action will be evaluated. As many relate to equality and accessibility improvements, they will give a broader picture of the equality impacts.