

Getting It Right and Righting the Wrongs

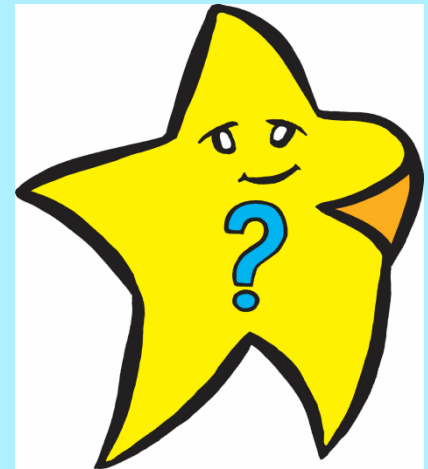
Craven District Council
Pilot Authority
October 2009 – March 2010





What is Getting It Right?

- Getting it right, and righting the wrongs is about making things better for customers and getting better at fixing things when they go wrong
- 9 local authorities from across the country piloted the Toolkit for 6 months





Context

- Financial position
- Impact on colleagues
- Reputation
- Co-location of Craven and North Yorkshire in Belle Vue Mills
- “It’s not rocket science is it?”



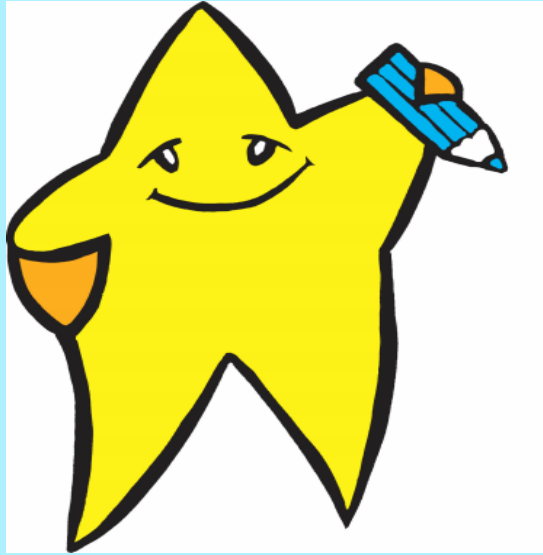


View From Outside

- KLOE, Charter Mark, Customer First
- Customer Satisfaction Surveys
- Mystery Shopping
- Residents Feedback
- Local Press
- Voice of the Customer



Self Assessment



- NI14 data
 - “2 minute taster test”
 - Peer reviews
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- Separate surveys for staff and senior managers / members
 - Belle Vue Mills Project Teams



Inputs

- Project Manager
- 3 Project Officers
- Support, attendance, advice from CE and ACE
- Officer time from across all Services – attendance at training and workshops, trialling new ideas
- Some external help, Healthcheck
- Voice of the Customer





Assumptions

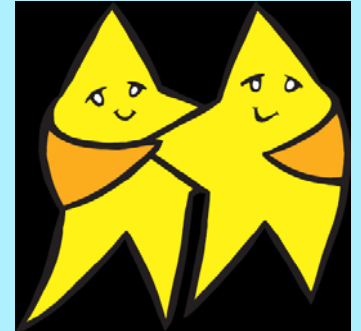
- A small team would manage the project but the whole Council would own it
- Resource would be made available
- The 6 month project would be the start of a process, not a one-off
- Customers aren't just external
- With trial may come error





Baseline

- 51% staff didn't believe they had the resources to do the job
- 50% staff believed customers had a single point of contact
- 56% staff believe that we're welcoming and friendly to customers
- 42% customers think that the information we provide tells them everything they need to know
- 70% customers found our information easy to understand
- 92% customers found our advisors friendly and professional





Activities and Improvements

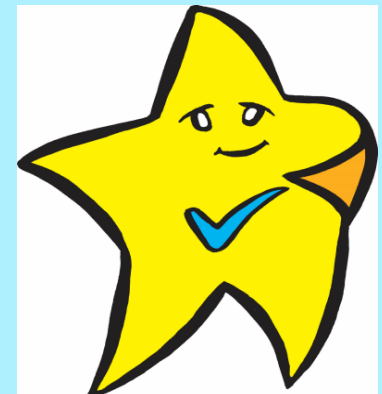
- Surveys, interviews
- Training
- Lean Management
- Skills transfer
- Review of PDR, pledges
- Review of Complaints, Compliments and Comments procedure
- Assessment of partnerships
- Institute of Customer Service
- Continuation of project internally





Outcomes and Impacts

- A bit early for any hard data, although updated mystery shopping and NI14 data due any time
- Ongoing reviews of Services have led to changes to service delivery, reduction in wait time and closer links between Services
- We're acting and working more corporately
- Stapling ourselves to processes
- A clear vision of how we can improve





Lessons learnt



- Our customers recognise excellence in staff and understand that often lack of service delivery is due to lack of resource.
- Some colleagues will never ‘get it’ – it’s not failure and it’s not personal.
- On the other hand, most colleagues have relished the chance to find out what other services do and to identify ways to improve.
- We’ve got lots of untapped potential available to us
- We’re better than half of our staff gave us credit for
- Mostly it’s a question of focus – we just need to get our ‘customer-tinted spectacles’ on

Any Questions?

