




Report to:	Strategy and Resources Committee	Date:	14 January 2019
Report title:	Customer Access Strategy		
Report from:	Jessica Crowe, Assistant Director, Customers Commissioning & Governance		
Ward/Areas affected:	Borough Wide		
Chair of Committee/Lead Member:	Councillor Jayne McCoy, Deputy Leader of the Council		
Author(s)/Contact Number(s):	Rebecca Peck, Head of Customer Experience, 020 8770 4456		
Corporate Plan Priorities:	<ul style="list-style-type: none"> ● Being Active Citizens ● Making Informed Choices ● Living Well Independently ● Keeping People Safe 		
Open/Exempt:	Open		
Signed:		Date:	2 January 2019

1. Summary

- 1.1 The London Borough of Sutton and the Royal Borough of Kingston upon Thames are working together to improve the customer experience to improve outcomes, reduce costs and meet the growing expectations of our residents.
- 1.2 The Customer Access Strategy includes our vision for customer access, how we will organise to deliver it, the capabilities we need to get there, and the benefits and risks of doing so.
- 1.3 A high proportion of our residents are able and want to contact us online. We will also ensure that phone and face to face support are available to those who need it. We want to enable our residents to benefit from the opportunities that come from digital inclusion by working proactively with the community to support residents to access online services.

2. Recommendations

The Strategy and Resources Committee is recommended to:

- 2.1 Approve the draft Customer Access Strategy attached as Appendix A.



3. Background

- 3.1 Feedback provided from residents, Councillors, colleagues and partners through online, phone and face to face channels has been used to identify the current challenges with customer access and opportunities for improvement as outlined in the strategy.
- 3.2 The Customer Access Strategy has been developed in tandem with and complements the refreshed Digital Strategy which is presented for approval elsewhere on this Strategy and Resources Committee agenda. The two strategies are mutually dependent and reinforcing, and together will enable the Council to improve customers’ experience of interacting with Council services via whichever channel they choose to use.
- 3.3 As set out in the action plan, community engagement will be essential to ensure the successful implementation of the strategy. This will include a specific focus on digital inclusion to ensure support is available for those who are not able to access on line and that phone and face to face support is available to all those who need it. Local Committees have been consulted on the draft approach and provided helpful feedback on current issues and opportunities which has been used to develop the strategy.
- 3.4 Staff engagement will also be crucial, to ensure customer service is seen as a whole Council ethos and responsibility, not just the job of those who work in the Customer Service team.

4. Impacts and Implications

Financial

- 4.1 The Customer Access Strategy will enable the Council to deliver improved outcomes and reduce costs through reducing avoidable contact such as progress chasing and repeat calls and increasing use of self service. Together with the Digital Strategy and procurement of the new Digital Customer Platform to enable channel shift, further significant savings are predicted for 2019/20 in Customer Services.

Legal

- 4.2 None arising from the specific recommendations of the report.

5. Appendices and Background Documents

Appendix letter	Title
A	Draft Customer Access Strategy



Background documents
None

Audit Trail		
Version	Final	Date: 2 January 2019
Consultation with other officers		
Finance	No	N/A
Legal	No	N/A
Equality Impact Assessment required?	No Specific projects may require an EIA and Digital Inclusion project will address equalities and access issues.	N/A

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