

DECISION-MAKER:	CABINET		
SUBJECT:	CUSTOMER STRATEGY 2018-2022		
DATE OF DECISION:	16 JANUARY 2018		
REPORT OF:	CABINET MEMBER FOR FINANCE		
<u>CONTACT DETAILS</u>			
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STATEMENT OF CONFIDENTIALITY

None

BRIEF SUMMARY

The Customer Strategy 2018-2022 is intended to replace the current Customer Strategy 2015-2018. It outlines the Council's strategic vision to put customers at the heart of everything it does, and sets out how it intends to deliver services going forwards in an ever changing digital world. It will contribute towards achieving the outcomes detailed in the Council Strategy 2016-20. It links closely to, and is supported by, the Digital Strategy 2018-2022, which is also being presented to Cabinet in January 2018.

RECOMMENDATIONS:

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| | (i) | To approve the Customer Strategy 2018-2022 (Appendix 1). |
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REASONS FOR REPORT RECOMMENDATIONS

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| 1. | To ensure the Council has an agreed and published statement setting out its strategic approach to delivering services, to drive improvements for customers accessing and using Council services. |
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ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

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| 2. | An alternative option is to do nothing and not to revise the current Customer Strategy. This option is not recommended as it is important for the Council to refresh its strategy in order to help customers, communities and staff understand the Council's vision. |
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DETAIL (Including consultation carried out)

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| 3. | The Customer Strategy 2018-2022 recognises that the delivery of effective services needs to be built around the needs of customers. The strategy has also been developed during a time of rapid change in the ways in which people use technology and deal with organisations. With this in mind, the Council is changing the way it works and will be delivering more services online, making it easier for customers to access information and services in |
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	ways that are quick and efficient.
4.	The strategy sets out the context for the current work intended to make us easier to deal with for residents, visitors, businesses and other stakeholders. We want to put our customers at the heart of everything we do, reflecting their feedback in the design and delivery of services, and to provide appropriate support to those who need it, ensuring that customer experiences are easy, effective and convenient.
5.	The strategy outlines the Council's commitment to customers through three key outcomes which will direct activity, and deliver improvements while reducing costs and inefficiencies: <ul style="list-style-type: none"> • Better customer experiences • Digital is the first choice for most customers • Engagement with customers influences design and delivery of services.
6.	One of these three outcomes relates specifically to the need to improve the Council's online and digital services so that customers can access information, apply for and pay for services more quickly and easily online. The Council recognises that online solutions are not appropriate for all customers or situations and this strategy outlines how further support will be made available for these individuals. The Digital Strategy 2018-2022, which is also being presented to Cabinet in January 2018, is intended to support the Customer Strategy in this regard.
7.	In addition to the high level actions included in the strategy, detailed action plans are being developed and will be reviewed and updated regularly as this programme of work develops. The Customer and Digital Board will oversee implementation of this strategy to ensure that the outcomes are delivered.
RESOURCE IMPLICATIONS	
<u>Capital/Revenue</u>	
8.	There are no direct financial implications arising from the adoption of the Customer Strategy. Any indirect financial implications will need to be contained within existing budgets.
<u>Property/Other</u>	
9.	None.
LEGAL IMPLICATIONS	
<u>Statutory power to undertake proposals in the report:</u>	
10.	S.111 Local Government Act 1972 – power to do anything calculated to facilitate the delivery of the Council's primary functions.
<u>Other Legal Implications:</u>	
11.	The Customer Strategy has been assessed in accordance with the Council's duties under the Equalities Act 2010 and in particular s.149, the public sector equality duty. All forms of customer interaction and strategic engagement must be delivered in accordance with these duties and the need to deliver services having due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between different people when carrying out their activities.
RISK MANAGEMENT IMPLICATIONS	

12.	Strategic risks are managed through an existing framework of the Corporate Risk Register, the Contract Procedure Rules and the Financial Procedure Rules and Public Procurement Law. Adoption of the Customer Strategy will help to reduce these risks for the Council, for example risks concerning customer service, data security, service transformation and partnership working.
POLICY FRAMEWORK IMPLICATIONS	
13.	.The proposed strategy supports the delivery of the Council Strategy 2016-2020 and the Council's Policy Framework.

KEY DECISION?	No
WARDS/COMMUNITIES AFFECTED:	ALL
<u>SUPPORTING DOCUMENTATION</u>	
Appendices	
1.	The Customer Strategy 2018-2022
Documents In Members' Rooms	
1.	None.
Equality Impact Assessment	
The adoption of the Strategy itself does not change any services and therefore the ESIA that has been completed is high-level rather than detailed. As projects and services are changed in line with the Strategy and brought forward for approval, specific ESIA's will be brought forward at the same time.	Yes
Privacy Impact Assessment	
Do the implications/subject of the report require a Privacy Impact Assessment (PIA) to be carried out?	No
Other Background Documents	
Equality Impact Assessment and Other Background documents available for inspection at:	
Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1.	None.