

<b>DECISION-MAKER:</b>	CABINET		
<b>SUBJECT:</b>	CUSTOMER STRATEGY 2015-2018		
<b>DATE OF DECISION:</b>	18 NOVEMBER 2015		
<b>REPORT OF:</b>	THE LEADER OF THE COUNCIL		
<b><u>CONTACT DETAILS</u></b>			
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<b>STATEMENT OF CONFIDENTIALITY</b>			
None.			
<b>BRIEF SUMMARY</b>			
The Customer Strategy 2015-2018 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.			
<b>RECOMMENDATIONS:</b>			
	(i)	to approve the Customer Strategy 2015-2018 (Appendix 1).	
<b>REASONS FOR REPORT RECOMMENDATIONS</b>			
1.	To ensure the Council has an agreed and published statement setting out its strategic approach to delivering services, to help customers understand how council services will be delivered in the future and how they can get involved in shaping them.		
<b>ALTERNATIVE OPTIONS CONSIDERED AND REJECTED</b>			
2.	An alternative option is to do nothing and to not adopt a Customer Strategy. This option is not recommended as it is important for the council to adopt a Strategy which helps customers, communities, partners and employees to understand the council's vision regarding the future delivery of services, as well as opportunities for customers to get involved in shaping services.		
<b>DETAIL (Including consultation carried out)</b>			
3.	The Customer Strategy 2015-2018 recognises that in an ever changing digital world most people would prefer to do things for themselves, at a time convenient to them. 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 ways that are quick and efficient.		
4.	The Strategy sets out the context for the current work to move more Council services online, and will enable customers to understand how services will be delivered in the future. It will also give customers a better understanding of the council's commitment to them and how they can get involved in helping to shape future services.		
5.	The Strategy outlines the Council's commitment to customers through a set of		

	<p>key principles under the following headings:</p> <ul style="list-style-type: none"> <li>• First time resolution</li> <li>• Easy as 1,2,3</li> <li>• Assisted digital</li> <li>• Empower customers, communities and employees</li> <li>• Informed by insight</li> <li>• Value for money</li> </ul>
6.	A key priority is 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. We recognise that support will be needed to help customers get online, and that other channels will need to be available for customers who really need them.
7.	Services across the Council are continuously evolving and changing to ensure continuous improvement and better use of new technologies. It is important that the Customer Strategy has the capacity to evolve to accommodate the advancing digital landscape and digital capability of customers. Therefore, if approved, the Strategy will be published as a first iteration, anticipating further updates during the life of the Strategy. Officers will continue to review the Strategy to ensure that it reflects the evolving nature of council services and this will include work to engage and consult customers, ensuring their views are taken into account.
<b>RESOURCE IMPLICATIONS</b>	
<b><u>Capital/Revenue</u></b>	
8.	None.
<b><u>Property/Other</u></b>	
9.	None.
<b>LEGAL IMPLICATIONS</b>	
<b><u>Statutory power to undertake proposals in the report:</u></b>	
10.	None.
<b><u>Other Legal Implications:</u></b>	
11.	None.
<b>POLICY FRAMEWORK IMPLICATIONS</b>	
12.	None.

<b>KEY DECISION?</b>	No
<b>WARDS/COMMUNITIES AFFECTED:</b>	ALL

**SUPPORTING DOCUMENTATION**

**Appendices**

1. The Customer Strategy 2015-2018

**Documents In Members' Rooms**

1. None.

**Equality Impact Assessment**

Do the implications/subject of the report require an Equality and Safety Impact Assessment (ESIA) to be carried out.	No
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**Privacy Impact Assessment**

Do the implications/subject of the report require a Privacy Impact Assessment (PIA) to be carried out	No
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**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.	