

## REPORT TO BUSINESS SERVICES COMMITTEE – 11 JANUARY 2024

### CUSTOMER SERVICE STRATEGY

#### 1 Executive Summary/Recommendations

1.1 Aberdeenshire Council's Customer Service Strategy details how we plan to deliver customer service across the organisation, in line with our Customer Service Charter.

#### 1.2 The Committee is recommended to:

1.2.1 **Comment and approve the draft Customer Service Strategy provided as Appendix 1 to this report.**

#### 2 Decision Making Route

2.1 The Strategy and supporting analysis from the Customer Service Survey has been considered by all Directorate Management Teams. Feedback received has been incorporated into the Strategy.

2.2 The Strategy and supporting analysis from the Customer Service Survey were presented to all Area Committees for comment. Feedback received has been incorporated into the Strategy. This is provided as **Appendix 2** to this report.

#### 3 Discussion

3.1 The Strategy sets out the customer service vision and outlines the organisation's commitment to delivering exceptional service to its customers. To achieve the customer service vision, the Strategy identifies specific areas of focus such as, ensuring a seamless customer experience across all contact channels and the transformation of existing service delivery.

3.2 Incorporating customer feedback from a survey conducted earlier in 2023 into the Strategy demonstrates a customer-centric approach. Using this feedback supports the development of a Strategy that is not only well-informed but also tailored to meet customer priorities.

3.3 Clear communication of the strategy across the organisation is vital to ensure that everyone understands their role in delivering the envisioned customer service.

3.4 A successful customer service strategy is not static; it evolves with changing customer needs and organisational transformation. Continuous improvement ensures that the organisation remains responsive to customer expectations and maintains a high level of customer satisfaction.

## 4 Council Priorities, Implications and Risk

4.1 The report supports the delivery of all Council Priorities:-

Pillar	Priority
People	Learning for Life Health and Wellbeing
Environment	Resilient Communities Climate Change
Economy	Economic Growth Infrastructure and public assets

4.2 The table below shows whether risks and implications apply if the recommendation is agreed.

Subject	Yes	No	N/A
Financial			x
Staffing			x
Equalities and Fairer Duty Scotland	x		
Children and Young People's Rights and Wellbeing			x
Climate Change and Sustainability	x		
Health and Wellbeing			x
Town Centre First	x		

4.3 An integrated impact assessment (IIA) has been completed, fully identifying the potential impacts of the Strategy. This is provided as **Appendix 4** to this report. The IIA will be reviewed as the work of the Strategy progresses.

4.4 The following Risks have been identified as relevant to this matter on a Corporate Level:

- ACORP004: Business & organisational transformation – controlled through project management process and by Internal Audit.
- ACORP006: Reputation management – controlled through general policy & procedures and assured by external scrutiny bodies through the annual shared risk assessment and by Internal Audit.

[Corporate Risk Register](#)

4.5 The following Risks have been identified as relevant to this matter on a Strategic Level:

- BSSR004: Support and enable delivery of major change (efficiency, process and transformational) projects through appropriate governance, culture and improvement activity

[Business Services Directorate Risk Register \(aberdeenshire.gov.uk\)](#)

## **5 Scheme of Governance**

- 5.1 The Head of Finance and Monitoring Officer within Business Services have been consulted in the preparation of this report and their comments have been incorporated. They are satisfied that the report complies with the Scheme of Governance and relevant legislation.
- 5.2 The Committee is able to consider this item in terms of Section B. 1.2 of the List of Committee Powers (Part 2A of the Scheme of Governance) – “to consider, comment on, make recommendations to Services and or any other appropriate Committee on any matter or policy which impacts its Area.”

**Rob Simpson**  
**Director of Business Services**

Report prepared by Michelle Milne (Customer Service Manager)  
Date: 1 December 2023

### **List of Appendices:**

- Appendix 1 - Customer Service Strategy
- Appendix 2 - Decision-making Route – Comments on Customer Service Strategy
- Appendix 3 - Customer Service Survey Results
- Appendix 4 - Integrated Impact Assessment