

Decision-Making Route – Comments on CS Strategy

Report Presented To	Comments Received	Action Taken/To be Taken
Formartine Area Committee	<ul style="list-style-type: none"> • We need to put ourselves in our customers' shoes and it's helpful to note that we want to make it easier for them to access the services they need in a way and at a time that suits them • The current preferred method of contact is speaking to a person, but cost may dictate otherwise. How often do we carry out these reviews? • Is there any education or assistance for customers in supporting them to use online methods of communication, such as the mobile app, and • In noting that 50,000 devices have signed up to the mobile app, it would be useful to know how many people were actually using it. 	<ul style="list-style-type: none"> • Agreed. The results of the Customer Service survey informed the Strategy. Customers will also be involved in the Service Design programme following on from implementation of Customer Service Strategy • Clarified contact figures are reviewed monthly and reported quarterly • Engagement Officer visited Service Points/Libraries to support customers' using app • Passed to IT to determine if this can be quantified
Kincardine & Mearns Area Committee	<ul style="list-style-type: none"> • Website search function poor, acknowledged that ICT are looking to improve, ongoing commitment to keep customer service phone lines noted • Staffing issues noted, commitment to reviewing the service and looking at different delivery options • Customer service survey results to influence and shape the service review moving forward 	<ul style="list-style-type: none"> • Feedback passed to Web Design team • Agreed. Requirements will be reviewed as work of the Strategy progresses • Agreed. The results of the Customer Service survey informed the Strategy and customers will continue to be consulted throughout the implementation of

	<ul style="list-style-type: none"> • IIA – lack of information in some areas, commitment given to reviewing the IIA as the service design moves forward • Diversity of customers to be acknowledged and included in the principles section of the strategy • Community resilience and dedicated contact to be included in the strategy 	<p>the Customer Service Strategy</p> <ul style="list-style-type: none"> • Agreed to review throughout implementation of the Strategy • Principles updated to reflect this • Strategy updated to include this
Banff & Buchan Area Committee	<ul style="list-style-type: none"> • Important to ensure that community hubs should be suitable for each location • Rural communities must have access- aware of issues with transportation • To stress the importance of retaining face to face meeting options • To confirm that Service Points remain necessary and important. • Landscape Services contacts to be identified as distinct from those under Roads 	<ul style="list-style-type: none"> • Agreed. The results of the Customer Service survey informed the Strategy. Customers will also be involved in the Service Design programme following on from implementation of Customer Service Strategy • Agreed to report separately in future
Garioch Area Committee	<ul style="list-style-type: none"> • Feedback and keeping people up to date with progress on their issues is vital • There should be a standardisation of timescale for responding to the public that is adhered to by all services • There needs to be a way to advise residents when bins are going to be picked up, if they haven't been picked up in the normal routine day • Public transport can be an issue so we need to support them to use digital services 	<ul style="list-style-type: none"> • Agreed. The results of the Customer Service survey informed the Strategy. Customers will also be involved in the Service Design programme following on from implementation of Customer Service Strategy

	<ul style="list-style-type: none"> • The Strategy is an excellent piece of work and pleased to see the One Aberdeenshire approach • The phone numbers need to be more accessible on the website • My Aberdeenshire needs to be promoted more • Question whether IIAs are appropriate and needed at this stage • There is a contradiction in the strategy around the focus on digital and face-to-face • There is a contradiction in the strategy between the extension of co-location of staff and the focus on resolution of issues at first point of contact as it will spread the expertise available to enable resolution to take place • Not sure that the strategy is clear enough regarding the direction of travel 	<ul style="list-style-type: none"> • Noted and discussed with Web Design team • Promotion via Engagement Officer at Service Points and Libraries • Will review as work of Strategy progresses • Noted. Various contact channels for customers are to be retained. Customers will be involved in the Service Design programme following on from implementation of the Customer Service Strategy, which will inform the detail of how customer service will be delivered
Buchan Area Committee	<ul style="list-style-type: none"> • To highlight that digital access is not available to everyone and that, generally, the public prefer to speak with someone although there can be difficulty in getting through to the general numbers • That AI needs to be easily accessed and on-point • To highlight how important the 'first point of contact' and 'face to face contact' is, and 	<ul style="list-style-type: none"> • Agreed. The results of the Customer Service survey informed the Strategy. Customers will also be involved in the Service Design programme following on from implementation of Customer Service Strategy • Additional improvements to web chat are included in a programme of work with IT • Noted and will be highlighted during

	<p>to question if the increasing number of staff working from home is to the detriment of the service that the general public are now receiving</p> <ul style="list-style-type: none"> • To highlight the increasing use of QR codes • In acknowledging that the Service Desk in Peterhead is well used and that there can be a wait to speak with someone, to request that consideration be given to this 	<p>consultation with other Services</p> <ul style="list-style-type: none"> • Actively promoted by Customer Services • Noted and will be highlighted during consultation with other Services
Marr Area Committee	<ul style="list-style-type: none"> • Noted the challenge of reconciling differences between customer expectations and what services could deliver • In relation to the customer feedback survey, welcomed the number of people reporting no issues experienced • Queried impact of staff working from home on repeat calls for the same issue • Suggested making use of libraries where there were no service points. • Would like to see a system developed, particularly for reporting roads issues, whereby Councillors could better input/escalate issues raised by constituents • Suggested further communication of myAberdeenshire app • Queried reasons for long waiting times in relation to Benefit calls 	<ul style="list-style-type: none"> • Agreed. The results of the Customer Service survey informed the Strategy. Customers will also be involved in the Service Design programme following on from implementation of Customer Service Strategy • Noted and will be highlighted during consultation with other Services • Will form part of work on community hubs • Roads improvement programme ongoing • Promotion via Engagement Officer at Service Points and Libraries • Calls taken direct by Service – information fed back to Team Leader