

Service Standards

To ensure that the customer experience is consistent across SKDC, it would like to introduce service standards for the corporate contact centre and each of its service areas.

Operational Standards

By implementing operational service standards, we will be able to

- Ensure ways of working which are focussed on delivering a positive experience for our customers
- Improve customer satisfaction levels, reduce complaints and create a trusted customer contact process
- Ensure our staff have the tools available to them to achieve the best level of customer service as possible

Performance Indicators

We will monitor and report on the following:

Indicator	What we will do with this information
Number of calls offered	We will monitor peaks and troughs in call volumes throughout the day / week
	Where possible, staffing levels will be reviewed to complement peak activities
Number of calls answered	A service level of 80% of calls to be answered will be set for all initial calls being handled by the customer service team
	Where this is not reached, we will review the available data to understand whether the call was re-routed to a different channel – such as email, online or in person
Number and type of actions undertaken in response to website feedback	To understand how technology is being used by customers to engage with the Council
	To provide assurance that feedback is important, and where possible, actions are taken to improve the customers online journey
Number of days to respond to feedback and understand resolutions times	To provide assurance that feedback is important, and that lessons are learnt and implemented from all feedback
Undertake regular customer satisfaction surveys	Results will be analysed, and the Council will consider appropriate actions to make improvements
Continue staff working group meetings	To ensure all service areas are aware of their responsibilities within this strategy.