



2023-2027

# CUSTOMER EXPERIENCE STRATEGY



Working together to offer a clear and consistent experience



*served by One Team*

South & East Lincolnshire Councils Partnership



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**The South & East Lincolnshire Councils Partnership is made up of Boston Borough Council, East Lindsey District Council and South Holland District Council. This strategy outlines how we will work together to support people to access the many services that we offer.**

We want to ensure the continued transformation of our services and that we are meeting the needs of our customers now and into the future.

We are committed to ensuring our customers receive a positive customer experience that is accessible, simple and efficient for all.

For the purpose of this strategy, our “customers” are:

- Residents
- Visitors
- Businesses
- People who work in the area
- Community Groups and Charities
- Partners working with the Councils



# WHAT IS 'CUSTOMER EXPERIENCE'?

**Customer experience is how you feel when you interact with us.**

Maybe you need to get in touch with us to let us know you are moving home, to register your business or you would like to know when your waste collection days. Whatever the reason, and the way you have engaged with us, we want that experience to be positive.

We will provide this through a consistent approach across the organisation, regardless of who you are or what service you require. It will not be just our customer services teams who will work towards delivering this, but our employees and partners too. So that whenever and wherever you interact with us, you can expect a quality service.

By working with our communities, we aim to understand their changing needs, and how people want to reach us, or for us to reach them. We deliver services based on our customers needs, which help people find answers to their questions and provide the tools they need to stay independent and help each other.

We respond to the needs of our communities, but we would like to prevent some of those needs from occurring. We will do this by being intelligence lead, focusing our resources where they are needed and by being as flexible as possible. We know that some people prefer to help themselves, so we need to make sure self-serve options are available. Where this is not possible, we will ensure our staff are well trained if you need to speak to them.

# WHY A CUSTOMER EXPERIENCE STRATEGY?

**Society is changing and so is our way of communicating**

How do you stay in touch with your extended family? How do your children talk to friends? How do you find a new job? As a council we are just one of the many organisations you may need to interact with.

**Prevent needs from getting worse**

It is a lot better for people to have their issues resolved at the earliest opportunity than allow them to get worse and cause any distress, cost more money or require a lot of time to put right. In the same way, it is better for us as a council to step in early, whenever possible, and not allow matters to escalate.

**Resident trust**

As public services, it is important that we can demonstrate value and that our residents trust us to do the right things for them and advocate for them.

**Affordability**

With an ever-increasing population and more complex economic pressures, it is more important than ever that we get it right first time. Chasing a response, contacting us repeatedly because we made a mistake, complaining – these all cost you and us.

**Wellbeing, health and wealth**

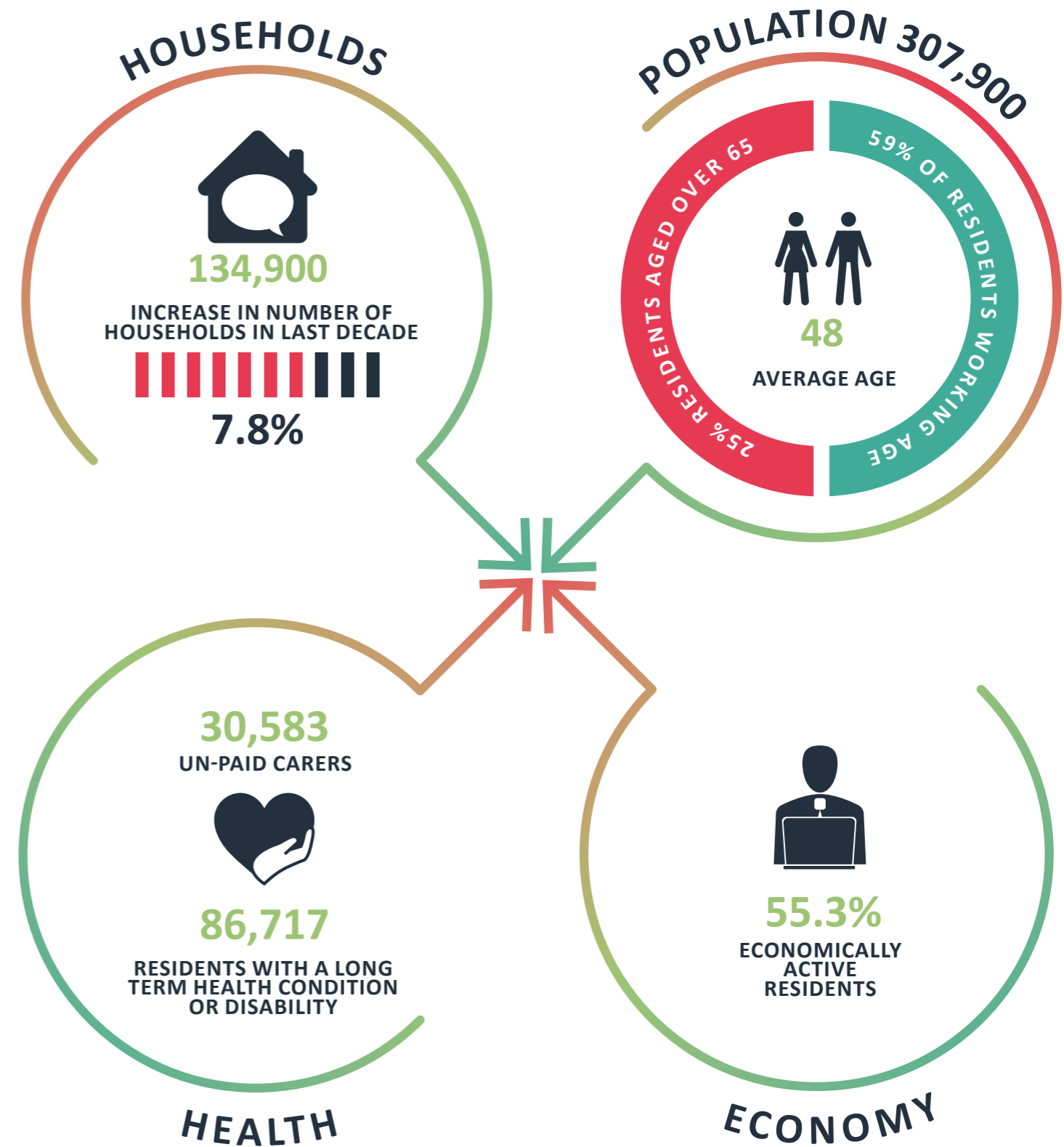
Access to the right information and advice, and early access to support are key in helping us all stay healthy, make the right choices for ourselves and our families, and make it easy to access the support of our local communities.

# OUR PEOPLE

Our “customers” are businesses, partners and anyone who lives, works and visits South and East Lincolnshire. We believe it is important to understand how our communities and customers change to inform the way we provide our services, now and in the future.

We understand there are specific challenges that will need to be collectively addressed to ensure a positive customer experience. These include:

- Providing a quality customer experience across an increasingly diverse community
- Maintaining a good experience as our population grows and demand for services increases
- An ageing population and increasing dependency mean many customers need our services and extra help to live independently
- Ensuring our services have capacity to understand and support the needs of our most vulnerable customers and communities
- Ensuring that transactional support is as accessible and efficient as possible, to allow our customer facing staff the capacity to support early intervention, prevention and help manage demand.



# OUR CURRENT CUSTOMER EXPERIENCE

Delivering services to local businesses and residents is a significant part of our core purpose. We do this with Public Sector Partnership Services (PSPS Ltd) who provide services on behalf of all three Councils

## IN A YEAR...

  
**2,164,372**  
 WEBPAGE VISITS


  
**1,148,673**  
 WEBSITE USERS

  
**11 million**  
 REFUSE AND RECYCLING COLLECTIONS

  
**125,000**  
 TONNES OF HOUSEHOLD WASTE COLLECTED

  
**12,960**  
 NUMBER OF BUSINESS PREMISES

  
**1,490**  
 DISCRETIONARY HOUSING APPLICATIONS

  
**21,446**  
 COUNCIL TAX SUPPORT BENEFICIARIES

  
**146,373**  
 COUNCIL TAX REGISTERED PROPERTIES

  
**10,613**  
 HOUSING BENEFIT RECIPIENTS

  
**4,044**  
 CONTACTS FOR PEOPLE AT RISK OF HOMELESSNESS

  
**1,786**  
 HOMELESS PREVENTION APPLICATIONS

  
**369,957**  
 CUSTOMER SERVICE TELEPHONE CONTACTS

  
**44,758**  
 CUSTOMER SERVICE E-MAIL CONTACTS

  
**5,741**  
 CUSTOMER SERVICE FACE TO FACE CONTACTS

# YOUR CUSTOMER EXPERIENCE WITH THE SOUTH & EAST LINCOLNSHIRE COUNCILS PARTNERSHIP WILL BE SIMPLE, EFFECTIVE AND PEOPLE FOCUSED

OUR VISION

We believe that there is a way this can be achieved through an integrated sub-regional offer:

- consistent standards
- a customer focused culture
- flexible approach to meet customer needs
- use of digital technology
- knowledgeable staff

To deliver our vision, we have developed a customer promise that assists us to continually improve our customers' experience no matter how they chose to interact with us. Our customer promise.

South & East Lincolnshire Councils Partnership have values and behaviour principles that show how we work to the best we can for our customers and communities.



HOW WE WORK AS ONE TEAM TO BE THE BEST FOR OUR PLACE AND PEOPLE

# OUR PROMISE

## We promise to provide:

### A person centre approach

- Aim to resolve your question the first time you contact us
- Empower staff so they provide a consistent and high-quality service
- Provide a flexible approach to services to ensure they continue to meet the changing needs of our customers, now and in the future
- Understand your point of view and seek feedback to improve the customer experience
- Monitor customer demand and identify things we need to change

### Digital First Approach

- Provide a choice of channels that are simple and easy to use
- Through our Digital Strategy, introduce, promote and support self-service
- Provide help and support for you and your local community to use our on-line services
- Continue to embrace technology and become more efficient

### The best solutions

- Work with you to identify solutions to your issues
- Provide a seamless and joined up service between the council and our partners
- Maximise self-help and early intervention to resolve problems early
- Provide a professional service through skilled and trained staff

### Be understanding, open and respectful

- Ensure we treat all our customers with respect
- Ensure we do as we say we will
- Keeping you informed and updated as appropriate
- Provide information, advice, and signposting to services clearly, consistently and up to date



# MEASURING SUCCESS

We are seeking to achieve 3 key outcomes to deliver our vision. Success will be monitored by our new Customer Experience Board and through relevant performance indicators.

## Outcome 1: An organisational culture that is people focused

To design our services in such a way that makes them easy to access whilst delivering the right outcomes in the most efficient way possible.

### How will this be achieved?

- Always putting our customers at the heart of everything we do ensuring we understand what they need from us
- Provide a choice of channels to contact us on
- Providing an experience that is right first time and delivering this at first point of contact so customers benefit from an efficient and responsive service
- Ensuring our services are available and accessible to all our customers
- Being seen as approachable and professional by our customers, welcoming feedback, being willing to admit our mistakes and always learning from these
- Invest in the right technology to meet our ambitions
- Provide a reliable and secure service
- Continuously review our services and seek feedback and evidence to improve how we do things
- Create a culture of customer excellence

## Outcome 2: A simple, effective, and positive customer experience

To deliver an improved, comprehensive and consistent experience, irrespective of how our customers interact with us

### How will this be achieved?

- Working as one organisation offering a clear and consistent experience
- Ensuring our staff have the knowledge, skills, tools and capability to deliver a consistent and high quality of service where and however our customers interact with us
- Clearly setting out service information that Customers may access when they wish, highlighting contact routes and waiting times, whilst keeping customers informed of progress so they don't need to follow up enquiries unnecessarily
- Support our staff to provide the best possible experience to you, and to invest in their training and understanding of good customer service.
- We will say sorry if we get things wrong and put it right, quickly
- We will listen to your feedback and take it into account when making improvements to our service
- Provide online access 24 hours a day, 7 days a week

## Outcome 3: Support that meets our customer's needs

To create the environment, facilities and advocacy to support those that need it most.

### How will this be achieved?

- Design efficient processes across all our services
- Work with our trusted partners to deliver the best service we can
- Our website will be available 24 hours a day all year round
- Our face-to-face service will be available for those who need it
- Our trained staff will be available on phone lines should you need to talk to us
- We will make sure everyone has equal access to services



**Working together to offer a clear  
and consistent experience**