

# Customer Experience Service Plan

**April 2024- March 2025**



North  
Northamptonshire  
Council

# Council Vision

*“A place where everyone has the best opportunities and quality of life”*

# Vision for the service

*“To be resolution focused and ensure that the customer experience is at the heart of everything we do; providing an experience that means our customers can see, hear and feel that we are living and breathing [our NNC values](#)”*



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# Service Description and Key Facts

In 2022-23 we handled 630,000 customers interactions across North Northants

372,000 contacted us by phone

34,800 visited us in person

118,000 emailed us

32,000 contacted us using e-forms

2,500 complaints were received

1,500 MP enquiries were received

We are the face of the council for many services and this range is expanding as we strive to become the front door of the authority - the new customer experience strategy will take a look at the holistic view of all interactions between customers and the council.

We have customer service teams based in Corby; Kettering; Rushden; Thrapston; and Wellingborough.

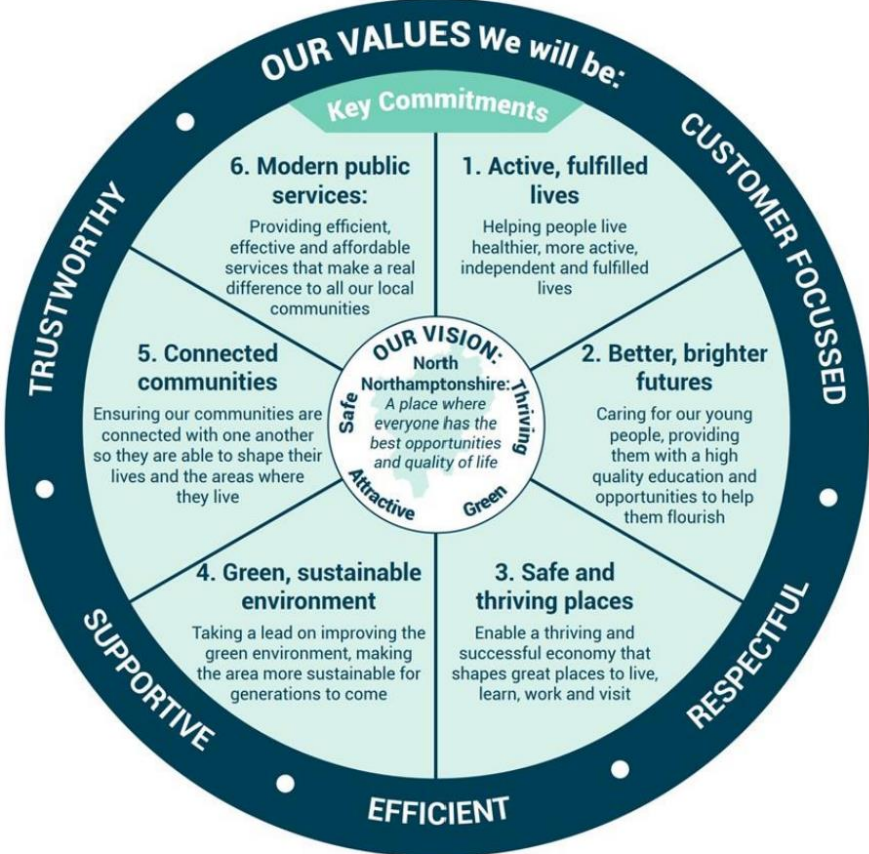
We have a team that collates and coordinates replies to complaints and ombudsman requests made to the council, alongside a service for handling MP and Member enquiries.



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# Corporate Priorities

This service plan links in with our corporate priorities:



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# Service Plan Objectives

- Continue to develop the CRM system and analyse data on customer interactions, ensuring we have advisors where customers need them
- We will work collaboratively with our colleagues in Adult Social Care to map customer contact alongside the established local area partnership hubs (LAPS)
- Design, engage and implement a new Customer Experience Strategy
- Review of all customer complaint related policies and update in line with the new joint Ombudsman code
- Design, engage and implement a new case management system for complaints, MP and Member enquires
- Work with our telephony supplier to exploit further efficiencies via the phone and web channels

# Performance Indicators

The following performance indicators have been set for Customer Experience:

Corporate Plan - Key commitment	Ref No.	Description of Performance Indicator	Target
Modern Public Services	<b>MPS30</b>	Total number of Stage 1 complaints received by NNC (excluding children's services complaints)	Tracking indicator only
Modern Public Services	<b>MPS32</b>	Total number of complaints escalated to stage 2	Tracking indicator only
Modern Public Services	<b>MPS34a</b>	% stage 1 complaints answered within SLA (10 Wdays or agreed extension)	90%
Modern Public Services	<b>MPS34b</b>	% stage 2 of complaints answered within SLA (20 Wdays or agreed extension)	90%
Modern Public Services	<b>MPS35a</b>	% of stage 1 complaints upheld (broken down by themes in MPI report/health check)	20%
Modern Public Services	<b>MPS35b</b>	% of stage 2 complaints upheld (broken down by themes in MPI report/health check)	20%
Modern Public Services	<b>MPS37</b>	Number of cases decided on (completed) by ombudsman - broken down by upheld, not upheld and not progressed	Tracking indicator only
Modern Public Services	<b>MPS72</b>	% stage 1 complaints where service improvement needs identified from the complaint	80%
Modern Public Services	<b>MPS73</b>	% stage 2 complaints where service improvement needs identified from the complaint	80%
Modern Public Services	<b>MPS39</b>	% of calls answered out of total calls received in customer services	90%
Modern Public Services	<b>MPS42</b>	Number of customers helped by customer services - split by telephone/ face-to-face appointments / face-to-face drop in to reception / email and online forms	Tracking indicator only



# Service projects

These are the projects in progress, that will continue into 2024-25:

- **CRM system:** A new, single system is being rolled out across customer services to deliver a single record of all customer contact; across all contact channels. We went live at Haylock House in April 2023; Thrapston in December 2023, with Corby due in Spring 2024 and Bowling Green Road in Autumn 2024.
- **Telephony:** The new corporate phone system went live in all contact centres in October 2023. A programme board is being set up to review the IVR routing, enabling us to track and make real time enhancements to the customer journey
- **Complaints CMS:** Continuing our work with PlaceCube, we will be moving complaints, MP and Member enquires onto a centralised database, which will offer better visibility of contact and track adherence
- **Blue Badge:** Disaggregation from the current WNC/NNC system, by contract end date of March 2025. We will be exploring if PlaceCube is a suitable platform.
- **Service redesign:** As we continue to maximise the benefits from the above projects, we will look at how the team can be brought together and minimise siloed working





# Service projects

These are the projects that we will start in 2024-25:

- **Revising strategies and policies:** We will review our Customer Experience Strategy and the council's Complaints Policy, reflecting the first three years of the Council and seeing how we can improve from lessons learnt.
- **Digital:** We will work with IT to exploit website improvements that expand customer self-service and free up capacity for us to help customers with more complex needs. This is referred to as the omnichannel experience; giving customers a choice on how they access our services, in a way that suits them.
- **Back to front:** We will work with IT and services, to take on more of their work, so that we can deliver a better customer experience at the first point of contact as well as help the Council make savings overall.

# Capital Budget

We have one project in progress, which is the implementation of a new Customer Relationship Management, or CRM, system.

This is funded from a combination of existing budgets when it goes live, and part of the Business Rates Retention budget that was allocated to customer service improvements to sovereign authorities, that has transferred to North Northants Council.

# Business Continuity and Health and Safety

- Service Business Continuity Plan- actions from the recent exercise are currently in review and being looked at a local and corporate level
- Health and Safety Risk Assessments- Two offices are due to have reception refits on the back of recent assessments, there are also ongoing actions allocated to the team to bring together and pull into one customer service one best way of operating



# Strategies and Policies

These are the strategies and policies the service owns:

- **Customer Experience Strategy:** This sets out what our customers can expect from us, facts and figures about our service and the things we are doing to improve it.
- **Complaints policy:** This lets customers know how they can tell us about poor service, as well as excellent service, so that we can make things right and learn from complaints.
- **Unacceptable behaviour policy:** This policy is being developed to help customers and staff know what is not acceptable when customers contact us, so that we can deliver the best service.
- **Staff alert register:** This is an internal database that flags customers who may be of concern to all services and where staff need to be aware of issues when helping them.