

Customer Services and Experience

Roles & responsibilities

The Customer Experience team is made up of six key roles

- Customer Service Administrator
- Customer Service Advisor
- CRM and Customer Experience Digital Officer
- Senior Customer Experience Officer
- Customer Service Team Leader
- Customer Delivery Manager

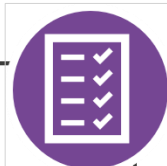


Goals

- Give customers a choice on how they interact, building on our 24/7 provision
- Train and empower our team in first point of contact resolution and proactive remedies
- Ensure content we use across all contact channels is in plain English
- Provide an experience that means our customers can see, hear and feel that we are living and breathing our NNC values

Ground rules

- All hubs will have two paid 10 minute breaks a day (am/pm) – based on full time equivalent
- All hubs will operate a restricted access NNC flex system
- All colleagues will be rostered into the office a minimum of two days per week, based on full time equivalent, allowing for more collaboration and learning between colleagues



Purpose
To be resolution focused and ensure that the customer experience is at the heart of everything we do



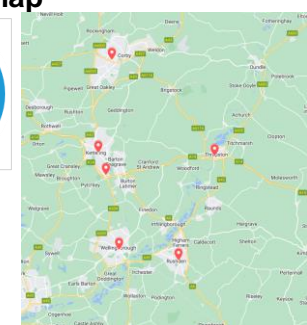
Values and behaviours



- Doing what we say we are going to do
- Being trustworthy and leading by example
- Setting a commitment and expectation and following it through
- Building strong work relationships between services; strong communication and appreciation of pinch points

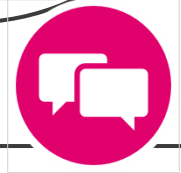


Hub map



Ground rules

- All colleagues will have the opportunity to be rostered at a different hub, minimum of once per month
- All colleagues will have a minimum of one ME Time per month; an opportunity to catch up and invest in you
- All colleagues will have a bi-monthly performance reflection session with their line manager and review performance and aspirations



Fun

- Happy boards in each hub where colleagues can bring in photos/ write affirmations that inspire and empower them
- Opportunity to meet colleagues quarterly and share skills
- Monthly newsletter celebrating colleagues work and home achievements



Strengths and skills

- Able to relate; approachable; adaptable;
- Extensive knowledge base; ability to handle difficult situations
- Supportive and collaborative network; work well as a team; humor; communicate well together; strong team ethos
- Respectful; motivated; customer focused Flexible to meet customer needs; positive to change
- Able to support services proactively in some instances; share internal knowledge
- Good rapport between the different job roles



Weaknesses, learning opportunities and risks

- Sporadic training; 121's; lack of consistency
- Clearer job descriptions; where does our job fit in with other departments and NNC?
- Too many options on the IVR, how can we change this?
- Names of the Council and previous sovereign identities cause confusion
- Knowledge of how NNC operates; ability to respond to general enquires
- Communication with residents
- Team meetings; opportunities to share; visit other hubs and services; meet colleagues



Our values make us who we are:



Roles and responsibilities

Customer Service Administrator

Triaging of general enquiry calls ensuring first point of contact resolution where possible

Email and application processing

Customer Service Advisor

Customer facing receptions and face to face appointments

First point of contact call handling, using caring skills to help vulnerable residents access the right services

CRM and Customer Experience Digital Officer

Works closely with all roles within the service and across other services, identifying ways of improving the customer experience

Senior officers on digital projects undertaken by our service

Trained in interrogating and creating low code applications

Senior Customer Experience Officer and Customer Service Team Leader

First point of contact for all case management handling, including complaints; MP and Member Enquires

Training and support link with services, incorporating learnings and improving the ongoing service provision

Responsible for overseeing day to day activities of our service delivery, utilising creative, caring and development skills to support a happy and high performing team

Works with services to aid harmonisation and transformation, benefiting the entire customer experience

Customer Delivery Manager

Promoting a one team ethos within customer services and other services; championing a streamlined way of working

Involved with the shaping and implementation of the service strategy and engaging key stakeholders on its main principles

Overall responsibility for our hubs including direction, coordination, and development of staff.

Managing budgets and SLA's

Goals

- To give customers a choice on how they access our services, in a way that meets their needs
- To offer a 24/7 platform that enables customers to self serve, at a time and a place that suits them
- To automate and utilise technology in an appropriate way, that demonstrates value for money and provides a single access point into the council
- To train and empower our team in first contact resolution and proactive remedies, reducing the pressure on key services via ways of early intervention and joined up working with local partners
- To ensure content we use across all channels is in plain English (a famous giant once said: ‘don’t gobblefunk around with words’)
- Ensure that the customer experience is at the heart of everything we do
- Provide an experience that means our customers can see, hear and feel that we are living and breathing our NNC values

Purpose

To offer a consistent standard of service across all contact channels and locations within North Northants. To be resolution focused and ensure that the customer experience is at the heart of everything we do

- Resolution focused
- Solve our customers problems in a respectful and timely manner
- Face and ear of the Council
- One team acting council wide, embodying our Values:
 - Customer focused
 - Respectful
 - Efficient
 - Supportive
 - Trustworthy



Strengths and Skills

- ❑ Flexible to meet customer needs; positive to change
 - ❑ Able to relate; approachable; adaptable
- ❑ Customers are at the heart of everything we do
- ❑ Making use of available information (keeping it up to date) and challenge when its incorrect

Our values make us who we are:



- ❑ Good rapport between the different job roles
 - ❑ Respectful; motivated; customer focused
 - ❑ Listening to the customer; non biased; level headed; non judgemental of personal circumstances and sound advice
- ❑ Sharing skills and experiences with colleagues

- ❑ Able to support services proactively; share internal knowledge
- ❑ Supportive and collaborative network; work well as a team; humour; communicate well together; strong team ethos

- ❑ Extensive knowledge base; ability to handle difficult situations
- ❑ Working closely with other teams, helping each other to be more efficient
- ❑ Sharing of learning and news ways of working on transformation projects

- ❑ Honesty; setting expectations i.e. lead times (transparency). Confidence in delivering advice and making sure we give the right advice, first time
 - ❑ Setting a commitment and expectation and following it through
 - ❑ Building strong work relationships between services; strong communication and appreciation of pinch points
- ❑ Mindful of data handling; and communicating this to customers



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Ground rules

- All staff will have two paid 10 minute breaks a day (am/pm) – based on full time equivalent, giving a guaranteed rest break during a working day
- All hubs will operate a restricted access NNC flex system supporting our work and allowing us to benefit
- All colleagues will be rostered into the office a minimum of two days per week, based on full time equivalent, allowing for more collaboration and learning between colleagues
- All colleagues will have the opportunity to be rostered at a different hub, minimum of once per month
- All colleagues will have a minimum of one ME Time per month; an opportunity to catch up and invest in you
- All colleagues will have a bi-monthly performance reflection session with their line manager and review performance and aspirations
- To reduce confusion, we refer to our hubs by office name, not by the previous sovereign authority name. When engaging with customers, we refer to transferring calls/queries as ‘to my colleague’
- Limit the use of ‘department’ and ‘them’!
- In person training sessions, once a quarter, on subjects shaped by you

Fun

- Happy boards in each hub where colleagues can bring in photos/ write affirmations that inspire and empower them
- Fundraising – how can we get involved with national fundraising initiatives, including Children in Need MacMillian Coffee morning; and Red Nose day?
- Opportunity to meet colleagues quarterly and share skills
- Monthly newsletter celebrating colleagues work and home achievements

Our Values and Behaviours

Customer-focused

- Think 'One Team' and act Council-wide
- Take ownership and do the right thing
- Keep customers up-to-date and informed
- Listen and respond to differing needs.

Respectful

- Embrace and live the Council's values
- Listen to and value the contributions of others
- Share ideas and feedback at all levels
- Promote diversity and inclusivity.

Efficient

- Challenge and innovate
- Be collaborative and share learning
- Be flexible, proactive and prioritise
- Seek learning opportunities.

Supportive

- Build an open and sustainable culture
- Promote achievement and celebrate success
- Be caring and empathetic
- Develop yourself and others.

Trustworthy

- Act with honesty and integrity
- Build effective relationships
- Do what you say you're going to do
- Be open and transparent.



Values

- Doing what we say we are going to do; taking ownership and holding each other to account
- Being trustworthy and leading by example
- Be the best that you can be
- Put the customer at the heart of everything we do
- Take pride in the work that we do deliver
- Be proud of the value that we add to our customers lives and NNC as an organisation



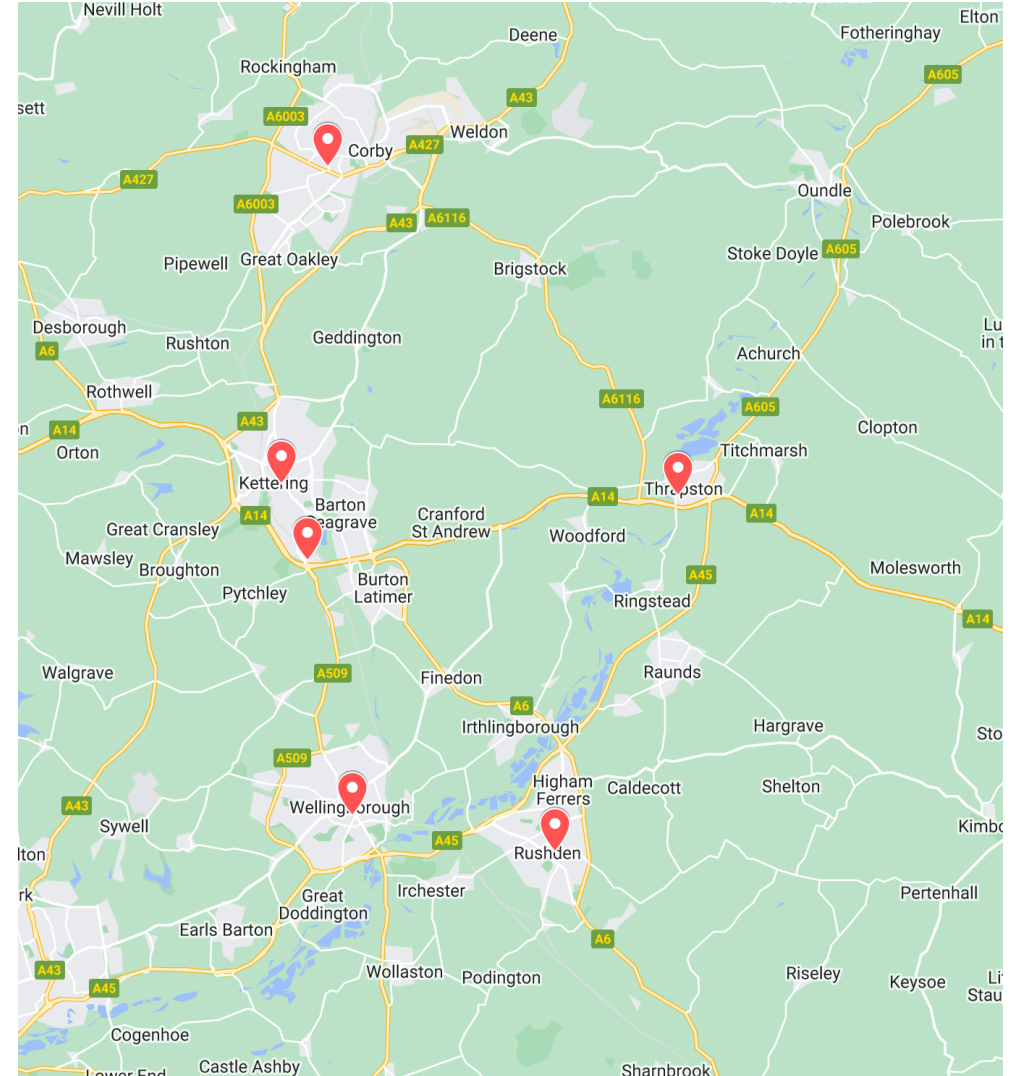
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- Too many options on the IVR, how can we change this?
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- Communication with residents
- Team meetings; opportunities to share; visit other hubs and services; meet colleagues
- Services having the opportunity to come and work alongside us
- Office environments – some positive; some negative, how can this be more consistent?

Our hub map

We are based at six hubs across North Northamptonshire

- Bowling Green Road, Kettering
- Cedar Drive, Thrapston
- Haylock House, Kettering
- Newton Road, Rushden
- Tithe Barn, Wellingborough
- The Cube, Corby



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