

Project	Face to Face Customer Service Framework
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Background

Until recently, there were ten Denbighshire locations delivering varying levels of face to face customer service, at different costs, using different resources with no vision of how they will develop and look in the future.

*Rhyl Town Hall	One Stop Shop / Cash Office
*Rhyl Library	
Prestatyn	One Stop Shop / Payments / Library services
Rhuddlan	One Stop Shop / Library services
St Asaph	One Stop Shop / Library services
Denbigh	One Stop Shop / Payments / Library Services
Ruthin	One Stop Shop / Payments / Customer Contact Centre
Ruthin Library	
Corwen	One Stop Shop / Library services
Llangollen	One Stop Shop / Library Services

*these services now operate as part of the new Rhyl One Stop Shop located at Church Street, Rhyl

Purpose

One of the corporate priorities 2012 – 2017, is to Modernise the Council to deliver efficiencies and improve services for our customers

The Corporate Customer Service Strategy 2014 - 2017 explains how we will balance meeting our customers' needs with managing ever increasing expectations whilst using our resources in the most efficient and effective way to deliver excellent customer services – this has been the basis for the Digital Transformation Programme – Getting the Customer Ready.

In response to the last Residents Survey, customers told us that they don't want to go to several different offices to make enquiries; they also want to choose how they access council services and keep in touch with us.

Objectives

- Achieve consistency in the Customer journey / experience for the services under a new County branding of 'One Stop Shop'.
- Deliver the Channel shift strategy
- Provide a new / improved community facility where customers can make multiple enquiries visiting only one building
- Improve face to face customer service provision
- Create a training framework for all customer facing staff
- Create a platform to enable customers to self-serve
- Create building 'model' for other locations
- Create a model for the digital/face to face delivery of other services
- Enable access to specialist support services/expertise including 3rd party agencies

Workstreams

	BUILDING	EQUIPMENT	SERVICES	STAFF
We will:	Improve the building layout so that multiple services will be available via multiple contact methods from one location and promote them as community facilities	Install self-service equipment so that customers who want to self-serve can do so, and those who want help can use the equipment available and ask staff for support to use them	Deliver more service from one building. Customers will be able to: <ul style="list-style-type: none"> • Ask for advice / information • Apply / pay for.. • Request a service • Report a problem • Find a • Request a form/product • View my enquiries • Use library services • Access community information • Access specialist information/services 	Appoint and fully train customer services team: <ul style="list-style-type: none"> • To deliver consistent/excellent customer services ; • Deliver face to face and telephony customer service • Deliver specialist knowledge in key areas; • promote / support customers to use digital services to achieve channel shift

Layout

We will remodel existing buildings to enable us to offer more services in one location and provide a choice of how customers contact us i(in keeping with the Library Standards).

Essential requirements:

- ✓ Suitable meet and greet / reception desk to direct customers to the most appropriate area of the building to make their contact with the council
- ✓ Self service kiosks - for cash payments, to borrow and return library goods Self Service computers where customers can contact the council without having to rely on staff, ,
- ✓ A virtual contact Centre facility (i.e. telephony,) building capacity to answer more calls when call volumes are high and/or during an emergency
- ✓ Customer toilets
- ✓ Meeting/community rooms for community meetings, conferences, training, workshops etc.
- ✓ Interview room(s) where customers can discuss personal, confidential and sensitive enquiries with specialist staff
- ✓ Study areas
- ✓ Public Access Network computers

Desirable requirements:

- ✓ Fully equipped hotdesk area for any staff member to use when working flexibly form other locations.
- ✓ Areas available for specialist services/3rd party agencies
- ✓ Self service kiosks for printing/computer booking

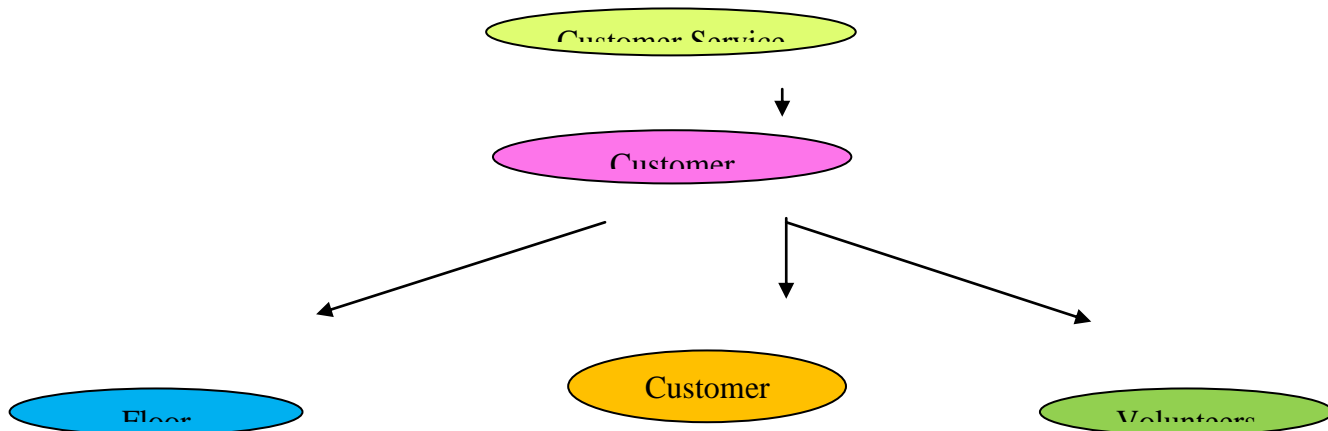
SERVICES

We will deliver the Digital Choice project – Getting the Customer Ready – by promoting and encouraging the use of the following self-serve services:

APPLY FOR..
PAY FOR..
REQUEST A SERVICE
ASK FOR ADVICE
REQUEST INFORMATION
REPORT A PROBLEM
FIND A....
VIEW MY ENQUIRIES
REQUEST FORM(S)
SIGNPOSTING
PROVIDE FEEDBACK
REQUEST A PRODUCT
LIBRARY ENQUIRIES / SERVICES
SPECIALIST SERVICES
NWP
COMMUNITY SUPPORT
BACK OFFICE FUNCTIONS
INCOME MANAGEMENT
BANKING

Staff

Training Framework for all staff to attend so that they deliver consistent level of customer service



Timeline

Location	Status	Progress	Partnership
Rhyl	Main OSS	Completed	DCC
Rhuddlan	Community Hub	In progress	Town Council
Prestatyn	Main OSS	In progress	DCC
St Asaph	Community Hub	In progress	City Council
Denbigh	Main OSS	Based on outcome of grant application	DCC
Ruthin	Main OSS	Not started	DCC
	Library		
Corwen	Community Hub	In Progress	Cadwyn Clwyd
Llangollen	Community Hub	Not started	-