

APPENDIX 1

1.	SUBJECT	SCRUTINY REVIEW ON CUSTOMER EXPERIENCE
2.	COMMITTEE	Overview & Scrutiny
3.	CHALLENGE PANEL MEMBERS	<p>Cllr Sumaria – Chair (Conservative)</p> <p>Cllr O'Dell (Labour)</p> <p>Cllr Moshenson (Conservative)</p> <p>Cllr Henson (Labour)</p> <p>Cllr Halai (Conservative)</p> <p>Cllr Teli (Conservative)</p> <p>Cllr Hickman (Labour)</p> <p>Cllr Blackman (Conservative)</p> <p>Cllr Goodwin-Freeman (Conservative)</p>
4.	AIMS/ OBJECTIVES/ OUTCOMES	<p>Aim</p> <ul style="list-style-type: none"> • The purpose of the review is to investigate how we might use all of the Council's policies and strategies to help improve the customer experience through considering future customer needs, modern customer service delivery models and technology and the best outcomes for the Borough. <p>Objectives:</p> <ul style="list-style-type: none"> • To monitor the progress on more intuitive digital access for residents e.g., refined search options on webpage • To better understand digital exclusion and those affected by it • Review how services are delivered as a whole (<i>such as the front door to Adult Social care and Council Tax</i>) and key customer journeys (<i>such as subscribing to Garden Waste, reporting bin issues and ordering a parking permit</i>) • To ensure an improvement in the council's complaints process and interaction with elected members • To ensure an improvement in the customer journey using the webpage and phone lines
5.	MEASURES OF SUCCESS OF REVIEW	<ul style="list-style-type: none"> • Better customer experience, as measured by resident satisfaction, fewer failure demand contacts, increased ratings for services
6.	SCOPE	<p>The following areas will be in scope of the review:</p> <ul style="list-style-type: none"> - Provide alternative channels where required – support people to self-serve or provide an alternative means of contact for more complex issues - Reduce the need for contact – get things right first time and be proactive when there is a problem. - Services are the best that they can be – ensure that services are built around the customer and identifying where the key

		problems are
(1)	SERVICE PRIORITIES	Choose from the following: <ul style="list-style-type: none"> • A council that puts residents first • A borough that is clean and safe • A place where those in need are supported
(2)	SPONSOR	Shumaila Dar
(3)	ACCOUNTABLE MANAGER	Rachel Gapp
(4)	SUPPORT OFFICER	Jonathan Milbourn
(5)	ADMINISTRATIVE SUPPORT	Mira Chauhan - Policy Team.
(6)	EXTERNAL INPUT	N/A
(7)	METHODOLOGY	<ul style="list-style-type: none"> • Desktop Research (system driven vs resident data) • Residents Survey – telephone consultation • Challenge Panel with Customer Service and Business Support owners • Online Consultation via social media • Resident Consultation • Partner Consultation <p>NB: The Challenge Panel can use outcomes from Peer Review which is due to take place</p>
(8)	EQUALITY IMPLICATIONS	The Challenge Panels will consider, during the course of its work, how equality implications have been considered in current policy and practice and consider the possible implications of any changes it recommends. In undertaking the Challenge Panels, members and officers will consider their practices and how it can ensure all relevant stakeholders in the borough to have their voices heard.
(9)	ASSUMPTIONS/ CONSTRAINTS	N/A
(10)	TIMESCALE	9 th February 2023 – O&S meeting and sign-off February – First scrutiny review group meeting February – Officers prepare Desk Research March – Online Consultation March/April – Challenge Panels April – Officers to prepare final draft Scrutiny Report May – Report to be sent to members for comments May – Final report to be send to members

		<p>Overview & Scrutiny Committee May – Legal clearance of Scrutiny Report May - Final Scrutiny Report submitted to O&S June 2023 (date tba) – Final Scrutiny Report presented to O&S</p> <p>Option 1 – June Cabinet May – Legal Clearance May – Cabinet briefing papers dispatched May – Report deadline June (date tba) – Cabinet briefing June (date tba) - Final deadline for Scrutiny Report June (date tba) – Final Scrutiny Report presented at Cabinet</p>
(11)	RESOURCE COMMITMENTS	Policy team will provide a briefing and administrative support to the Challenge Panels. The Policy team will report recommendations to O&S; officers from the appropriate Service Area will provide a response to Cabinet and take forward any recommendations agreed by Cabinet.
(12)	REPORT AUTHOR	Mira Chauhan
(13)	REPORTING ARRANGEMENTS	<p>Outline of formal reporting process:</p> <ul style="list-style-type: none"> • The relevant Divisional Director(s) and Portfolio Holder(s) will be consulted in the drafting of the final report and recommendations • Report to Overview and Scrutiny Committee • Report referred to Cabinet • Officer response to Cabinet
(14)	FOLLOW UP ARRANGEMENTS (proposals)	It is anticipated that Cabinet would consider any recommendations made (alongside the officers' response) at the Cabinet meeting in [insert month] and responded to in [insert month].