

**Report for: Overview and Scrutiny
Committee and Scrutiny
Sub-Committees**

Date of Meeting:	12 th September 2023
Subject:	Customer Experience Scrutiny Review
Responsible Officer:	Shumaila Dar – Interim Assistant Director for Strategy & Partnerships
Scrutiny Lead Member area:	Resources Leads - Cllr Samir Sumaria and Cllr Rekha Shah
Exempt:	No
Wards affected:	All
Enclosures:	Customer Experience Scrutiny Review – Final Report

Section 1 – Summary and Recommendations

This report provides the findings and conclusions from the Customer Experience scrutiny review group. The review was commissioned by O&S and took place between February 2023 – August 2023.

O&S are recommended to:

- I. Consider the report of the Customer Experience Scrutiny review.
 - II. Agree the recommendations included in the report.
 - III. Refer the review's recommendations to cabinet for consideration.
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Section 2 – Report

The attached report presents the findings of the Customer Experience Review Report established by the Overview and Scrutiny Committee. The review took place between February 2023 – August 2023.

The Borough has made significant improvements to its Customer Service experience. In order to ascertain how the council can fulfil its corporate objective of “Putting Residents First” and with changes in the way the council delivers services, it was necessary to develop a larger understanding of what residents require and the best way to deliver this as a council. This review was required to further discover how to improve council services. Given the closure of the civic centre, a key function of the customer experience, there has been extensive research and discussion into how Harrow residents engage with the borough in the future.

Members were clear from the outset that to improve the customer experience, the customer journey across all channels and products must be understood. A focus on identifying and understanding the customer journey – the end-to-end experience that customers have with the council – was a priority.

Members undertook site visits to Greenhill Library and Gayton Road – the councils new front-doors post the closure of the Civic Centre. Services included Customer Services and Emergency Services (Homelessness, Adults/Children Safeguarding)

Members also reviewed existing data available such as:

- Residents Survey 2023
- Customer Experience Staff Survey 2023
- Greenhill Library Satisfaction Survey 2023
- Greenhill Library/Gayton Road footfall
- Webform Satisfaction Survey
- Access Harrow Call Volume
- Email Volume by Department

The members also carried out a Challenge Panel which was designed as a way for the scrutiny group to discuss key findings from the Customer Experience review and to make recommendations for the further development of the policy.

As included in Section 4 of the report, the review group has made 5 recommendations which are detailed at the end of the report.

1. Using one site (Gayton Road) for the council service front-door instead of two (Greenhill Library and Gayton Road)
2. Improved signage to both Greenhill Library and Gayton Road sites
3. A more accessible front-door service
4. Better communication and engagement with the Council
5. A refined complaint process.

Ward Councillors' comments

Not applicable as report relates to all wards.

Financial Implications

There are no financial issues associated with this report.

Performance Issues

There are no performance issues associated with this report.

Environmental Impact

There is no environmental impact associated with this report

Risk Management Implications

There are no risk management implications associated with this report.

Equalities implications / Public Sector Equality Duty

An Equalities Impact Assessment has not been undertaken for this report as it summarises the activities of scrutiny and does not propose any changes to service delivery.

Council Priorities

Putting Residents First

Section 3 - Statutory Officer Clearance

Not required for this report

Mandatory Checks

Ward Councillors notified: **NO***, as it impacts on all Wards

Section 4 - Contact Details and Background Papers

Contact: Mira Chauhan, mira.chauhan@harrow.gov.uk, 07926 074088

Background Papers: None