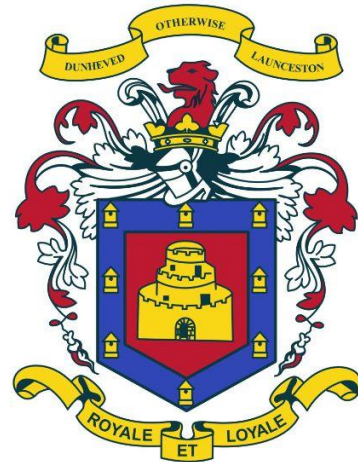




Launceston Town Council

Customer Service Policy

2023

Adopted at Full Council on:
Minute Reference:

21 February 2023
Number 2302/41

Policy Review Date:

February 2024

Prepared By:

Christopher Drake
Town Clerk

Customer Service Policy

This policy consists of three parts:

Part 1 – Commitment to Customers

The first part of this policy is designed for customers. It advises customers what to expect when contacting Launceston Town Council and the standard of customer service they can expect to receive.

Part 2 – Guidance for our Workforce

The second part of this policy is designed for the workforce and describes how employees can contribute to delivering consistently excellent standards of customer service across all sections of our diverse community.

Part 3 – Customer Service Standards

The final part of this policy sets out Launceston Town Council's customer services standards which are promoted throughout the organisation e.g. at the Town Hall, Library, Visitor Information Centre

Customer Service Policy - Part One

Commitment to customers

Launceston Town Council is committed to ensuring that customer service excellence is an integral part of the planning, resourcing, and delivery of all services. When customers access Council services they will receive consistently excellent standards and this policy will ensure that all sections of our diverse community are able to access services. The policy recognises development in technology and the opportunities for customers to contact the Council digitally.

Whilst this policy is concerned with service standards the Council has a specific policy for dealing with complaints which is available via the website www.launceston-tc.gov.uk or from the Town Hall (contact details included in this document). The Complaints Policy guides customers through the process to follow to make a complaint.

1.1 Guiding principles

When customers contact the Council, we will:

- Identify ourselves;
- Be helpful and courteous;
- Be professional and positive;
- Be well informed, so that we are able to help;
- Be effective in listening and responding;
- Be fair and support individual needs.

1.2 Why we need customer service standards

This policy outlines the Council's approach to customer service and related issues. The standards set out in this policy are the minimum that customers can expect from the Council as a starting point. Wherever possible the Council will respond to customer enquiries at the first point of contact.

Customer service standards set out the Council's expectations for its employees to ensure that the Council remains a modern and efficient customer-focussed organisation. These standards define a corporate framework for the achievement of excellent customer service which will:

- Ensure that all customers, whether they are residents or visitors receive the same consistent, high standards of customer service;
- Ensure that customer service is an integral part of the planning, resourcing, and delivery of all Council services;
- Enable the Council to achieve its corporate key priorities, as set out in the Council's Corporate Plan

1.3 Contacting Launceston Town Council

The Council supports customers contacting the Council through digital channels such as the website and social media. The Town Council recognises that some social media posts will not require a response, but there will be occasions when direct communication is made with the Town Council through social media channels.

These access channels continue to develop, and will make contact with the Council simple and efficient. The Council recognises that digital access does not suit everyone so customers can contact the Council through various channels.

Digital

- We will acknowledge correspondence (e.g. e-mails, website enquiries and Tweets) within 3 days (Monday – Friday);
- We will set up autoreply for non-personal email addresses
- We will respond to digital correspondence as quickly as possible;
- We will guarantee a response within 10 working days;
- We will respond to direct communication through social media channels in line with other digital correspondence targets, recognising that some social media posts will not require a response;
- We will respond in the language and format of the original communication.
- We will ensure the website is in line with The Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.

Telephone

- We will answer telephone calls within 2 minutes;
- We will offer access to an alternative system (e.g. language translation

services) if customers have additional requirements

Face to Face

- We will greet customers within 5 minutes of their arrival at a council building / event;
- We welcome customers to speak in the language of their choice and where there is a language barrier we will make alternative arrangements (e.g. google translate).
- We will offer an appointment where this may be more appropriate, responsive or efficient;
- We will make arrangements for customers who have specific requirements e.g. interpretation service, British Sign Language.

Letter

- We will respond to letters within 10 working days of receipt;
- We will meet the needs of customers with visual impairment, through the use of large print or other specialist services.

1.4 Measuring success

This policy is backed up by Customer Service Standards (Part Three). The Council, will develop ways of engaging with customers and encouraging customer feedback.

Performance will be monitored through self-assessment, comparison with other local councils, customer feedback and recommendations following external audit inspections. This customer insight will help to establish what the Council is doing well and what it can do to improve.

1.5 What we expect from our customers

In times of trouble or distress, some people may act out of character when accessing Council services. There may have been upsetting or distressing circumstances leading up to a customer contacting the Council. The Council believes that all customers have the right to be heard, understood and respected. However, the Council also believes that employees have the same rights. We, therefore, expect customers to be polite and courteous in all dealings with the Council. The Council will not tolerate aggressive or abusive behaviour, unreasonable demands or unreasonable persistence; this includes any threat, abuse or harassment towards employees on social media (e.g. Facebook, Twitter) which will be reported to the police. Any threat of physical violence will always be reported to the police

Customer Service Policy – Part Two

Guidance for our workforce

2. Development of the Customer Service policy

In developing the Customer Service policy the Council has sought to:

- Set standards which are user friendly, customer focused and measurable;
- Clearly state how employees should behave when dealing with customers;
- Give consideration to legislation, good practice and national standards;
- Ensure employees are equipped to deliver services taking into account equality and diversity so that all members of our community can access services in their preferred way

2.1 Customers

Our customers are all the people we come into contact with in connection with the Council's work; this includes people who live in, work in or visit the area, and people acting on behalf of people who live in the area. Customers could also be employees, local businesses and partner organisations.

2.2 What customers want

Customers access Council services through various channels including digital (e.g. website, e-mail, social media) telephone, face to face, letter, application forms, etc. Whatever the channel, customers want accessible, efficient and responsive services and the Council must strive to meet these demands. The Council, will respond to the needs of customers in terms of access and recognise that one method will not suit everyone. Customers want their dealings with the council to be efficient and that they receive their desired outcome. To meet this the Council must attempt to deal with customer enquiries at the first point of contact

2.3 Customer service and its importance

Improving customer service is a key priority for the Council and means:

- Providing quality services in a friendly, efficient and helpful way; we will continually strive to improve services by ensuring excellent communication and a positive attitude towards customers;
- Treating each person as an individual – respect for diversity and, in turn, having the flexibility to adapt behaviour and actions in a way that is appropriate for the individual;
- Treating people with dignity, respect and courtesy;
- Offering choices where possible;
- Giving information about what is available, and providing an explanation if a service is not available.

2.4 General principles when dealing with customers

When dealing with customers, whether using the telephone, digital services (e.g. e-mail, Twitter, Facebook), face to face or via letter:

- Identify and address any specific requirements with sensitivity, tact and diplomacy;
- Record customer contact details accurately;
- Ensure that the nature of the customer's enquiry is understood clearly;
- Resolve enquiries at first contact where possible;
- Keep the lines of communication open with customers and keep them informed.

2.5 Digital

- Acknowledge digital correspondence (e.g. e-mails, website enquiries and Tweets) within 3 days (Monday – Friday);
- Set up autoreply for non-personal email addresses.
- Respond to digital correspondence as soon as possible but no longer than 10 working days of receipt;
- Respond to direct communication through social media channels in line with other digital correspondence targets, recognising that some social media posts will not require a response;
- All outgoing council e-mails will include the standard signatory template giving contact details of the author;
- E-mail 'Out of Office' messages will be enabled at times of absence giving return dates and alternative contact details;
- Support customers to deal with the Council through the use of digital services.

2.6 Telephone

- Answer the telephone within 2 minutes;
- Greet the customer in a polite and courteous manner, giving your name;
- Where a customer has a hearing impairment offer access to an alternative system e.g. SMS text,
- Give your full attention to the customer;
- Take ownership of the call, resolving the customer's enquiry wherever possible;
- When taking a call for a colleague, use an effective message taking system and make sure the customer is called back;
- End the call with a thank you and confirm with the customer the outcome.

2.7 Use of Voicemail

- Only use voicemail to ensure that telephone calls do not go unanswered;
- Use voicemail only for short periods or specific purposes;
- Ensure recorded messages are audible, accurate, and appropriate and where possible, provide alternative contact details;
- Respond to all messages within 24 hours or the next working day if the message is left over a weekend or Bank Holiday (this includes messages referred to you from colleagues);

- Regularly check for messages and update your voicemail message;

2.8 Face to Face contact – this covers personal callers with or without appointments, contact with customers at events, meetings out and about and site visits.

- Give clear instructions about the location of the face to face contact;
- Greet customers within 5 minutes of their arrival at a council building / event;
- Greet the customer in a polite and courteous manner;
- Give your full attention to the customer;
- Keep the customer informed of the length of time they are likely to wait to see the person they need;
- Offer an appointment where this may be more appropriate, responsive or efficient;
- When a customer has specific requirements, find out what they need and aim to provide it;
- When a customer needs to communicate in a language other than English, make arrangements to provide an interpretation Service(e.g. google translate);
- When discussing personal information, always arrange to do so in a confidential environment.

2.9 Written communication

- Respond to all written communication within 10 working days of receipt;
- There may be occasions when a full response cannot be given within the timescale. This is unavoidable but there is still a requirement to keep the customer informed by making contact or sending a holding response. This can give an expected date for a full response or give the reason why a full response cannot be given;
- Ensure the presentation of all written correspondence is easy to understand (plain English), professional and accurate;
- Include a contact name and telephone number, together with any other information needed (e.g. reference number) to assist the customer;
- Meet the needs of people with visual impairment, through the use of large print or other specialist services.

2.11 Compliments, concerns and complaints

- Be open to receiving feedback from customers and where appropriate use this feedback to improve services;
- Pass comments and suggestions on to your manager, if they may improve the service;
- Ensure compliments are recorded and shared with colleagues;
- Be aware of the Council's procedure for dealing with compliments, concerns and complaints;
- Aim to resolve all concerns raised by customers immediately and informally wherever possible;
- If informal resolution is not successful, tell the customer they can make a formal complaint, and help them to do so;

- In the case of a serious complaint, tell your manager.

2.12 Service Standards

This Customer Service Policy document provides the guiding principles for setting standards to assist in establishing a consistent approach to customer service across the organisation.

2.13 Performance Management

The delivery of excellent customer service and application of these standards rests with council employees and performance against these standards will be assessed through annual employee appraisals.

2.14 Further information

Launceston Town Council, Town Hall, Western Road, Launceston PL15 7AR
www.launceston-tc.gov.uk

Customer Service Policy – Part Three

Customer Service Standards; Our Commitment to You

We will:

- Identify ourselves, be helpful and courteous
- Be professional and positive
- Be well informed, so that we are able to help you
- Be effective in listening and responding to you
- Be fair and support your individual needs

We will set targets to ensure that we

- Acknowledge digital enquiries within 24 hours*
- Answer your telephone call within 2 minutes
- Answer your query at the first point of contact and if this is not possible arrange for someone who can help to contact you promptly
- Respond to your enquiry within 10 working days of receipt

We also

- Expect you to continue to treat our workforce with respect and consideration
- Welcome your feedback to help improve our services

*Monday – Friday