

<b>TITLE</b>	<b>Improving the Customer Experience (Whitehall Business Plan)</b>
<b>FOR CONSIDERATION BY</b>	Corporate Services Overview & Scrutiny Panel on 30 October 2012
<b>WARD</b>	All
<b>STRATEGIC DIRECTOR</b>	Andrew Moulton

**OUTCOME / BENEFITS TO THE COMMUNITY**

Improvements in the way in which residents are able to contact and interact with the Council.

**RECOMMENDATION**

That the Panel notes the approach being taken to address the Council's priority of improving the customer experience.

**UPDATE**

The Overview and Scrutiny Management Committee, at its meeting on 13 June, agreed to ask the Panel to give some consideration to the Whitehall Business Plan. It was suggested that the Panel might want to look at the different channels for interacting with customers e.g. websites, online services and examine what the Council is doing in response to the Government Channel Strategy, particularly with regard to the access to services by vulnerable customers.

A joint working group of members (administration and opposition) and officers is being established to address the "improving customer experience" priority set when the Council published its vision earlier this year. Whilst the working group will not be looking explicitly at the Whitehall Business Plan, within its terms of reference it will be considering how different customer channels (particularly the web and social media) could be used to help improve the customer experience. The joint working group is scheduled to meet for the first time in November and is jointly chaired by the Lead Member for Internal Services and the Strategic Director Children's Services. The results of this work will be considered by the Council's Executive.

The working group would welcome the support and input of the Corporate Services Overview and Scrutiny Panel with this work. In terms of next steps, the joint working group will, by Christmas, have defined the particular aspects of its work which would benefit from input from the Panel. This will be discussed and agreed with the Chair of the Panel by early 2013 at the latest.