



Argyll and Bute Council Corporate Template
Argyll and Bute Council - Customer Support
Services

Assessment Summary

Overview

1: Customer Insight

2: The Culture of the Organisation

1.1.1.1: We have an in-depth understanding of the characteristics of our current

1.1.1.2: and potential customer groups

1.1.1.3: based on recent and reliable information.

1.1.2: We have developed customer insight about our customer groups to better understand their needs and preferences.

Active Evidence

CSS201: Face to Face Customer Analysis

CSS221: ICT Strategy and Emerging Customer Priorities

CSS241: Employee Training Needs Insight

Corporate Evidence

C004: Your Voice Consultation 2018

C025: Customer Care Toolkit

1.1.2.1: We have developed customer insight about our customer groups

1.1.2.2: to better understand their needs and preferences.

1.1.3: We make particular efforts to identify hard to reach and disadvantaged groups and individuals and have developed our services in response to their specific needs.

1.2: Engagement and Consultation

1.2.1: We have a strategy for engaging and involving customers using a range of methods appropriate to the needs of identified customer groups.

Active Evidence

CSS019: DMT Report on CSP Service Redesign

CSS074: Wellbeing Strategy (2019 -2024)

CSS118: ICT Strategy Extract - Vision and Action Plan

Corporate Evidence

C039: MOWG on Communication

C049: Communication, Marketing and Web Strategy 2018-20

C115: Assisted Digital Strategy 2016-19

1.2.1.1: We have a strategy for engaging and involving customers

1.2.1.2: using a range of methods

1.2.1.3: appropriate to the needs of identified customer groups.

1.2.2: We have made the consultation of customers integral to continually improving our service and we advise customers of the results and action taken.

Active Evidence

CSS202: Member Zone and Sounding Board Design

CSS222: ICT Group Asset Management Plan

CSS242: Area Committee and Wellbeing Consultation

Corporate Evidence

C011: Customer Service Strategy 2015-19

C050: Vision Values, Outcomes Consultation

C114: 2017/18 Corporate Budget Consultation Outcomes

1.2.2.1: We have made the consultation of customers integral to continually improving our service

1.2.2.2: and we advise customers of the results and action taken.

1.2.3: We regularly review our strategies and opportunities for consulting and engaging with customers to ensure that the methods used are effective and provide reliable and representative results.

New Evidence

CSS302: Review of Customer Service Strategy 2024-7

CSS341: Employee Recognition Programme review

CSS321: SOCITM Improve Report 2023 v1.1

Corporate Evidence

C013: Departmental Reporting Against ABOIP Targets

C014: Review of Citizen's Panel Arrangements 2017

C051: Helensburgh Waterfront Major Development Consultation review

1.2.3.1: We regularly review our strategies and opportunities for consulting

1.2.3.2: and engaging with customers to ensure that the methods used are effective and provide reliable and representative results.

1.3: Customer Satisfaction

1.3.1: We use reliable and accurate methods to measure customer satisfaction on a regular basis.

Active Evidence

CSS037: Registration Customer Satisfaction 2021

CSS046: New Employee Exit Survey 2021

CSS001: 01/01/2021-01/31/2021
CSS002: 02/01/2021-02/28/2021
CSS003: 03/01/2021-03/31/2021
CSS004: 04/01/2021-04/30/2021
CSS005: 05/01/2021-05/31/2021
CSS006: 06/01/2021-06/30/2021
CSS007: 07/01/2021-07/31/2021
CSS008: 08/01/2021-08/31/2021
CSS009: 09/01/2021-09/30/2021
CSS010: 10/01/2021-10/31/2021
CSS011: 11/01/2021-11/30/2021
CSS012: 12/01/2021-12/31/2021

1.3.2: We analyse and publicise satisfaction levels for the full range of customers for all main areas of our service and we have improved services as a result.

Active Evidence

CSS203: CET Range of Satisfaction Surveys and Outcomes

CSS223: SOCITM Gap Analysis Improvements

CSS243: Training Course and Wellbeing Improvements

Corporate Evidence

C017: Argyll and Bute Customer Service Charter

C118: CS Target Monitoring

C119: Departmental Performance Reporting to Customers

1.3.2.1: We analyse and publicise satisfaction levels for the full range of customers

1.3.2.2: for all main areas of our service

1.3.2.3: and we have improved services as a result.

1.3.4: We set challenging and stretching targets for customer satisfaction and our levels are improving.

1.3.4.1: We set challenging and stretching targets for customer satisfaction

1.3.4.2: and our levels are improving.

1.3.5: We have made positive changes to services as a result of analysing customer experience, including improved customer journeys.

Active Evidence

CSS204: CET Driven by Data Briefing

2: The Culture of the Organisation

2.1: Leadership, Policy and Culture

2.1.1: There is corporate commitment to putting the customer at the heart of service delivery and leaders in our organisation actively support this and advocate for customers.

Active Evidence

CSS006: Council Covid Recovery Plan - Customer Service Workstream

CSS048: Vision for the HR Service Centre 2021/2022

CSS165: ICT Strategy Board and Customer Led Strategy Development

Corporate Evidence

C022: Corporate Plan, Vision, Values and Strategic Outcomes

C026: Leadership Commitment Strategic Customer Service Board

C052: Elected Leadership Policy Lead

2.1.1.1: There is corporate commitment to putting the customer at the heart of service delivery

2.1.2: We use customer insight to inform policy and strategy and to prioritise service improvement activity.

Active Evidence

CSS205: Customer Insight Driving Customer Engagement Strategy

CSS225: ICT GAMP Future Service Delivery Aspirations

2.1.2.1: We use customer insight to inform policy and strategy

2.1.2.2: and to prioritise service improvement activity.

2.1.3: We have policies and procedures which support the right of all customers to expect excellent levels of service.

New Evidence

CSS304: Member Zone Quality and Performance Management Regime

CSS343: Excellent Training Services for employees

CSS323: Fix Time Process Performance Targets

Corporate Evidence

C016: Copy of our Customer Service Charter Poster

C056: Ensuring GDPR Law and Standards are Met 2018

C090: Complaints Handling Procedure

2.1.3.1: We have policies and procedures which support the right of all customers to expect excellent levels of service.

2.1.4: We ensure that all customers and customer groups are treated fairly and this is confirmed by feedback and the measurement of customer experience.

Active Evidence

CSS007: Customer Experience through Avoidable Contact

CSS051: Argyll and Bute Council Equalities Mainstreaming Report and Equality Outcomes 2021

CSS060: Connecting Scotland Update and Medical wi-fi access

Corporate Evidence

C009: CSC Telephone Satisfaction Survey 2018

C020: Automated Complaints process Satisfaction Survey

C022: Corporate Plan, Vision, Values and Strategic Outcomes

2.1.5: We protect customers' privacy both in face-to-face discussions and in the transfer and storage of customer information.

Active Evidence

CSS206: DPIA and Privacy Statement - Funeral Service

CSS226: PSN & Cyber Essentials Plus Certificates

CSS246: Disciplinary guidance and security of personal data

Corporate Evidence

C030: Secure computer systems

C056: Ensuring GDPR Law and Standards are Met 2018

C068: Code of Conduct - Data Protection

2.1.6: We empower and encourage all employees to actively promote and participate in the customer focused culture of our organisation.

New Evidence

CSS305: CSC-CSP Internal Review of Training Manuals

CSS344: Digital Champions Programme

CSS324: ICT And Digital Strategy Updates October 2023

Corporate Evidence

C023: Customer Care Training

C057: 2018-21 Website Strategy

C099: Employee Excellence Awards

2.1.6.1: We empower and encourage all employees to actively promote

2.1.6.2: and participate in the customer focused culture of our organisation.

2.2: Staff Professionalism and Attitude

2.2.1: We can demonstrate our commitment to developing and delivering customer focused services through our recruitment, training and development policies for staff.

Active Evidence

CSS009: Digital Learning Framework, action plan and new Learning Mgt System 2022

CSS010: GDPR Mandatory Refresher Training

CSS027: CSC/Registration Structured Development of Employees.

Corporate Evidence

2.2.2: Our staff are polite and friendly to customers and have an understanding of customer needs.

2.2.2.1: Our staff are polite and friendly to customers

2.2.2.2: and have an understanding of customer needs.

2.2.3: We prioritise customer focus at all levels of our organisation and evaluate individual and team commitment through the performance management system.

New Evidence

CSS306: Internal Audit CSC Report 2023

CSS325: ICT Production Highlight Report 2023

CSS345: Self Assessment and Quality Conversations.

Corporate Evidence

C052: Elected Leadership Policy Lead

C099: Employee Excellence Awards

C132: Corporate Customer Service Scorecard

2.2.4: We can demonstrate how customer-facing staffs' insight and experience is incorporated into internal processes, policy development and service planning.

Active Evidence

CSS008: Staff insight to CSP/Registration Service Redesign 2021

CSS029: Revised Medical Redeployment Guidance

CSS053: Staff Engagement in Development of ICT Digital Strategy

Corporate Evidence

C031: Corporate Employee Surveys 2018

C035: Employee Suggestion Scheme

C057: 2018-21 Website Strategy

2.2.4.1: We can demonstrate how customer-facing staffs' insight and experience is incorporated into internal processes, policy development and service planning.

2.2.5: We value the contribution our staff make to delivering customer focused services, and leaders, managers and staff demonstrate these behaviours.

Active Evidence

CSS208: Doing Great Things! Comms

CSS209: A Culture of Recognition

CSS248: Annual Learning Award

Corporate Evidence

C033: Employee Recognition for CS Excellence

C058: Council Leader's Report on CSE Achievers.

C099: Employee Excellence Awards

2.2.5.1: We value the contribution our staff make to delivering customer focused services,

2.2.5.2: and leaders, managers and staff demonstrate these behaviours.

3: Information and Access

3.1: Range of Information

3.1.1: We make information about the full range of services we provide available to our customers and potential customers, including how and when people can contact us, how our services are run and who is in charge.

Active Evidence

CSS001: Tell Us Once Service Information Provision (Covid)

3.1.1.1: We make information about the full range of services we provide available to our customers and potential customers,

3.1.2: Where there is a charge for services, we tell our customers how much they will have to pay.

Active Evidence

CSS210: Effective Customer Charges Information

CSS228: Internal Print Charges

CSS249: Recharges for non attendance at training

Corporate Evidence

3.2: Quality of Information

3.2.1: We provide our customers with the information they need in ways which meet their needs and preferences, using a variety of appropriate channels.

Active Evidence

CSS015: Customer Engagement Survey 2021- Outcomes Report

CSS025: HR Multiple Contact Channels and roll out sessions.

CSS169: ICT Service Page on the Hub and MyCouncilWorks

Corporate Evidence

C059: An Array of Channels

C112: Corporate Social Media Policy 2016

C125: Display Screen Network

3.2.1.1: We provide our customers with the information they need in ways which meet their needs and preferences,

3.2.1.2: using a variety of appropriate channels.

3.2.2: We take reasonable steps to make sure our customers have received and understood the information we provide.

Active Evidence

CSS211: Message Received and Understood

CSS229: ICT Security Awareness Training Mimecast

CSS250: Health of the organisation dashboard and workforce planning

Corporate Evidence

3.2.3: We have improved the range, content and quality of verbal, published and web based information we provide to ensure it is relevant and meets the needs of customers.

New Evidence

CSS346: Elearning and flexible working requests

CSS307: Making Information Relevant in an Emergency.

CSS326: Evidence of ICT Guides and Policies for customers

Corporate Evidence

C049: Communication, Marketing and Web Strategy 2018-20

C057: 2018-21 Website Strategy

C127: New eMail and Letter Writing Guidance

3.2.3.1: We have improved the range, content and quality of verbal,

3.2.3.2: published

3.2.3.3: and web based information we provide to ensure it is relevant and meets the needs of customers.

3.2.4: We can demonstrate that information we provide to our customers is accurate and complete, and that when this is not the case we advise customers when they will receive the information they requested.

New Evidence

CSS308: Corporate Service Update service.

CSS327: eStore Exception Report 003

CSS347: Service standards and reviewing guidance

Corporate Evidence

C044: Fixing Avoidable Contacts

C113: Using CRM Customer Info For Proactive Engagement

C123: Avoidable Contact Insight Analysis

3.3: Access

3.3.1: We make our services easily accessible to all customers through provision of a range of alternative channels.

Active Evidence

3.3.2.1: We evaluate how customers interact with the organisation through access channels

3.3.2.2: and we use this information to identify possible service improvements,

3.3.2.3: and offer better choices

3.3.3: We ensure that where customers can visit our premises in person facilities are as clean and comfortable as possible.

New Evidence

3.4: Collaborative working with other providers, partners and communities

3.4.1 We have made arrangements with other providers and partners to offer and supply co-ordinated services, and these arrangements have demonstrated benefits for our customers

Active evidence

This is Sirw

3.4.1.1: We have made arrangements with other providers and partners to offer and supply co-ordinated services,

3.4.1.2: and these arrangements have demonstrable benefits for our customers

3.4.2: We have developed co-ordinated working arrangements with our partners that ensure customers have clear lines of accountability for quality of service.

Active Evidence

3.4.3: We interact within wider communities and we can demonstrate the ways in which we support those communities.

New Evidence

CSS301: KITL Outreach Engagement 2023

CSS349: School engagement and special leave for community services

CSS319: Workplace Related Charitable Fundraising

Corporate Evidence

C027: Customer Driven Community Improvements

C053: Grants to Voluntary and Community Groups

3.4.3.1: We interact within wider communities and we can demonstrate the ways in which we support those communities.

4: Delivery

4.1: Delivery standards

4.1.1: We have challenging standards for our main services, which take account of our responsibility for delivering national and statutory standards and targets.

Active Evidence

CSS023: Registration Accuracy Targets

CSS078: PSN Certificate & Cyber Essentials Plus Certificate

CSS148: LGBF Indicators 2021

Corporate Evidence

C013: Departmental Reporting Against ABOIP Targets

C091: 2017/18 Corporate Complaints Report

C119: Departmental Performance Reporting to Customers

4.1.1.1: We have challenging standards for our main services,

4.1.1.2: which take account of our responsibility for delivering national and statutory standards and targets.

4.1.2: We monitor and meet our standards, key departmental and performance targets, and we tell our customers about our performance.

Active Evidence

CSS214: Customer Engagement Team Standards and their Monitoring

4.1.3: We consult and involve customers, citizens, partners and staff on the setting, reviewing and raising of our local standards.

4.2: Achieved Delivery and Outcomes

4.2.1: We agree with our customers at the outset what they can expect from the service we provide.

Active Evidence

CSS030: Marriage and Ceremony Guidance (COVID)

CSS062: Agreed roles and resps in TUPE transfer with external organisation

CSS151: ICT Average Time to Resolve Incidents

Corporate Evidence

C010: Customer Service - Customer Consultation Report

C017: Argyll and Bute Customer Service Charter

C094: Corporate Complaints Leaflet

4.2.1.1: We agree with our customers at the outset what they can expect from the service we provide.

4.2.2: We can demonstrate that we deliver the service we promised to individual customers and that outcomes are positive for the majority of our customers.

Active Evidence

CSS215: Annual Registration Report and Satisfaction Survey outcomes

CSS232: ICT Customer Satisfaction & Project Scorecards

CSS254: Delivery of the employee benefits programme

Corporate Evidence

C005: Face to face Service Satisfaction Report

4.2.3: We can demonstrate that we benchmark our performance against that of similar or complementary organisations and have used that information to improve our service.

New Evidence

CSS312: Silktide Website Accessibility Benchmarking

CSS330: SOCITM Benchmarking 2022 Outcome Report

CSS351: LGBF and committee appeals

Corporate Evidence

C045: Scottish Local Gvt Digital Partnership

C107: SOCITM Feedback and Our Response

C136: Local Gvt Benchmarking Framework

4.2.3.1: We can demonstrate that we benchmark our performance against that of similar or complementary organisations

4.2.3.2: and have used that information to improve our service.

4.2.4: We have developed and learned from best practice identified within and outside our organisation, and we publish our examples externally where appropriate.

New Evidence

CSS313: Scottish Local Authority Customer Service Improvement Gp

CSS331: ICT Remote Working_Final Report Published

CSS352: IVF Guidance

Corporate Evidence

C046: National Innovation Exchange

C086: Customer Service Board Minute

C107: SOCITM Feedback and Our Response

4.2.4.1: We have developed and learned from best practice identified within

4.2.4.2: and outside our organisation,

4.3: Deal effectively with problems

4.3.1: We identify any dips in performance against our standards and explain these to customers, together with action we are taking to put things right and prevent further recurrence.

4.3.1.1: We identify any dips in performance against our standards

4.3.1.2: and explain these to customers,

4.3.1.3: together with action we are taking to put things right and prevent further recurrence.

4.3.2: We have an easy to use complaints procedure, which includes a commitment to deal with problems fully and solve them wherever possible within a reasonable time limit.

Active Evidence

CSS216: Speedy CSS Complaints Resolution

CSS220: Employee Quick Guide 2021

CSS255: Training centre complaints and conflict toolkit

Corporate Evidence

C062: Corporate Approach to Complaints Mgt

C088: Complaints Performance Monitoring

C094: Corporate Complaints Leaflet

4.3.2.1: We have an easy to use complaints procedure,

4.3.2.2: which includes a commitment to deal with problems fully

4.3.2.3: and solve them wherever possible within a reasonable time limit.

4.3.3: We give staff training and guidance to handle complaints and to investigate them objectively, and we can demonstrate that we empower staff to put things right.

New Evidence

CSS314: Annual complaints Performance Report 2022-23 etc

CSS315: CSC Complaints Training Manual

CSS353: Grievance handling and toolkit

Corporate Evidence

C023: Customer Care Training

C047: Complaints Co-ordinator Bulletin

C062: Corporate Approach to Complaints Mgt

4.3.3.1: We give staff training and guidance to handle complaints

4.3.3.2: and to investigate them objectively,

4.3.3.3: and we can demonstrate that we empower staff to put things right.

4.3.4: We learn from any mistakes we make by identifying patterns in formal and informal complaints and comments from customers and use this information to improve services and publicise action taken.

Active Evidence

CSS065: Published SOCITM survey comments and Hub responses.

4.3.4.1: We learn from any mistakes we make by identifying patterns in formal

4.3.4.2: and informal complaints and comments from customers

4.3.4.3: and use this information to improve services and publicise action taken.

4.3.5: We regularly review and improve our complaints procedure, taking account of the views of customers, complainants and staff.

5: Timeliness and Quality of Service**5.1: Standards for Timeliness and Quality**

5.1.1: We set appropriate and measurable standards for the timeliness of response for all forms of customer contact including phone calls, letters, e-communications and personal callers.

Active Evidence

CSS045: CSC Timeliness Standards and Performance Monitoring 2021

CSS066: Grievance Procedures Standards

CSS151: ICT Average Time to Resolve Incidents

Corporate Evidence

C009: CSC Telephone Satisfaction Survey 2018

C017: Argyll and Bute Customer Service Charter

C064: FOI Response Monitoring

5.1.1.1: We set appropriate and measurable standards for the timeliness of response for all forms of customer contact including phone calls, letters, e-communications and personal callers.

5.1.2: We set comprehensive standards for all aspects of the quality of customer service to be expected in all dealings with our organisation.

Active Evidence

CSS032: Web Site and CSC Quality Standards and Outcomes 2021

CSS107: End Project Report - Housing System

Active Evidence

5.2: Timely Outcomes

5.2.1: We advise our customers and potential customers about our promises on timeliness and quality of customer service.

Active Evidence

CSS214: Customer Engagement Team Standards and their Monitoring

CSS233: Supply Teacher Booking System

CSS257: Data and Freedom of Information Requests

Corporate Evidence

C042: Easy read charter

C064: FOI Response Monitoring

C090: Complaints Handling Procedure

5.2.2: We identify individual customer needs at the first point of contact with us and ensure that an appropriate person who can address the reason for contact deals with the customer.

New Evidence

CSS355: HR Advice - customer journeys

5.2.3: We promptly share customer information with colleagues and partners within our organisation whenever appropriate and can demonstrate how this has reduced unnecessary contact for customers.

New Evidence

CSS333: Staff Request for new MS Teams Site

5.2.3.1: We promptly share customer information with colleagues and partners within our organisation whenever appropriate

5.2.3.2: and can demonstrate how this has reduced unnecessary contact for customers.

5.2.4: Where service is not completed at the first point of contact we discuss with the customer the next steps and indicate the likely overall time to achieve outcomes.

New Evidence

CSS357: NHS and ABC Cross Over

CSS300: Member Zone Enquiries SLA Performance

5.2.5: We respond to initial enquiries promptly, if there is a delay we advise the customer and take action to rectify the problem.

Active Evidence

CSS219: Response Management in Customer Engagement Team

CSS234: IT Service News disruptions and Top Desk Actions

CSS258: Job Evaluation and FOI - delay resolution

Corporate Evidence

C041: Smart Assistant

C078: CSC Contact Handling System

C113: Using CRM Customer Info For Proactive Engagement

5.2.5.1: We respond to initial enquiries promptly,

5.2.5.2: if there is a delay we advise the customer and take action to rectify the problem.

5.3: Achieved Timely Delivery

5.3.1: We monitor our performance against standards for timeliness and quality of customer service and we take action if problems are identified.

Active Evidence

CSS032: Web Site and CSC Quality Standards and Outcomes 2021

CSS111: ICT Performance Monitoring - Quality and speed of Service

CSS161: HROD Phonedlines Performance Monitoring

Corporate Evidence

C005: Face to face Service Satisfaction Report

C009: CSC Telephone Satisfaction Survey 2018

C026: Leadership Commitment Strategic Customer Service Board

5.3.2: We are meeting our current standards for timeliness and quality of customer service and we publicise our performance against these standards.

Active Evidence

5.3.2.1: We are meeting our current standards for timeliness

5.3.2.2: and quality of customer service

5.3.2.3: and we publicise our performance against these standards.

5.3.3: Our performance in relation to timeliness and quality of service compares well with that of similar organisations.

New Evidence

CSS335: SOCITM Benchmarking 2022 Outcome Report

CSS312: Silktide Website Accessibility Benchmarking

CSS358: Performance Benchmarking and HR service standards

Corporate Evidence

C107: SOCITM Feedback and Our Response

C129: SPSO Complaints Stats 2017-18

C136: Local Gvt Benchmarking Framework

5.3.3.1: Our performance in relation to timeliness
