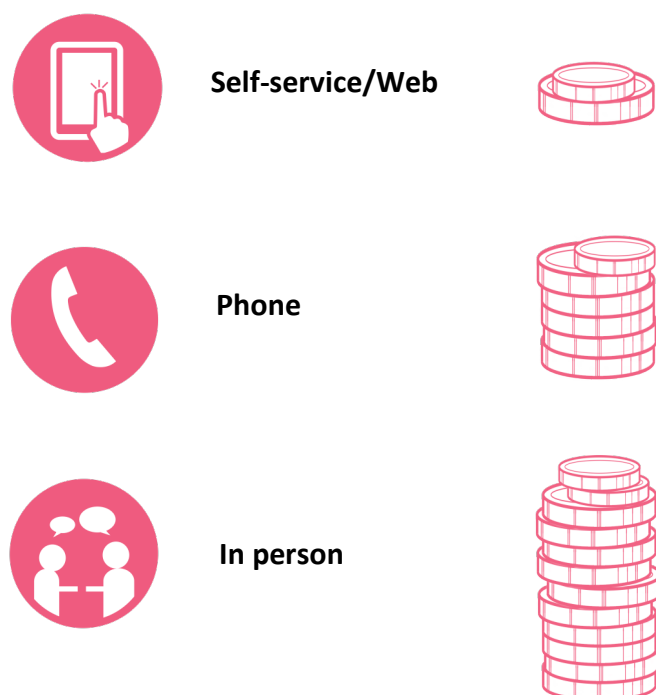


## Guiding Principles

- **Customers.** We will place the customer at the heart of what we do.
- **Our Values.** Our customer service delivery will focus around our 5 Values.
- **Digital First.** We will reduce the need to contact us by phone or in person by making our processes more effective and customer focussed.
- **Self-serve.** We will make our website easy to use to encourage access to online services 24/7.
- **Support where needed.** In person and telephone support remain in place during office hours for those who need extra assistance or where self-service is not available.

### Did you know the difference in cost of contacting us in these ways?



We want to put our customers at the heart of everything we do. The first guiding principle of our Council Strategy 2019-24 is **Putting People First**. We will ensure a people focussed culture in our organisation to provide the best possible experience and services for our residents, businesses and visitors. Our second principle relates to **Openness and Accessibility**. We will listen to and engage with people and give clear, timely and transparent information that enables residents, businesses and visitors to help themselves, while still providing support for those who need it.

Outcome	What this means	What we will do
<b>Better Customer Experience</b>	<ul style="list-style-type: none"> <li>Increased first point of contact resolution to avoid unnecessary multiple contacts</li> <li>Keeping you informed</li> <li>Quick, efficient, professional services</li> <li>Making best use of resources and technology</li> <li>Easily accessible services</li> <li>Support for our more vulnerable customers and those with complex enquiries</li> </ul>	<ul style="list-style-type: none"> <li>Introduce a new IT system that will improve the customer experience</li> <li>Provide progress updates via online tracking or email</li> <li>Take forward our Economic Prosperity Strategy to enable us to become more business-friendly</li> <li>Support our staff to promote a consistent and customer focussed approach</li> <li>Reduce the need for you to chase us for a response to your query</li> <li>Review our reception services to make sure we are providing the right support for your needs</li> </ul>
<b>Digital First</b>	<ul style="list-style-type: none"> <li>Information is easy to find on our website</li> <li>Increased opportunities to self-serve 24/7</li> <li>Our online services are easy to use</li> </ul>	<ul style="list-style-type: none"> <li>Improve the layout of our website to make it more visually appealing</li> <li>Make more online payment options available</li> <li>Improve our online forms</li> <li>Introduce the option of a customer account facility to give a more personalised service</li> <li>Improve the search facility and navigation on our website</li> <li>Deliver end to end transactions—no need to download and print off forms or make payments separately</li> <li>Make good use of technology</li> <li>Offer online booking facilities for more of our services</li> <li>Introduce the facility to upload photographs when reporting issues</li> </ul>
<b>Improved Engagement</b>	<ul style="list-style-type: none"> <li>Listening to our customers</li> <li>Provision of good quality, reliable information in a variety of different ways</li> <li>Services and processes that are designed with the customer in mind</li> </ul>	<ul style="list-style-type: none"> <li>Continue to learn from your feedback to help us improve our services</li> <li>Be clear about what you can expect from us</li> <li>Signpost to those who can help if we do not have the answers</li> <li>Review our use of social media to improve how we communicate with you</li> <li>Continue to review our letters and leaflets for plain English</li> <li>Engage with you on key changes to our services</li> </ul>

## About Mole Valley






Did you know there are nearly 87,000 residents in Mole Valley and almost 4,000 businesses?

On average Mole Valley District Council receives almost 300,000 calls and visits a year.

Our customers contact us for all sorts of reasons such as:

- Reporting issues
- Making payments
- Asking us for information
- Requesting specific help or support

## Values

-  We Listen
-  We Trust
-  We Care
-  We Respect
-  We Lead