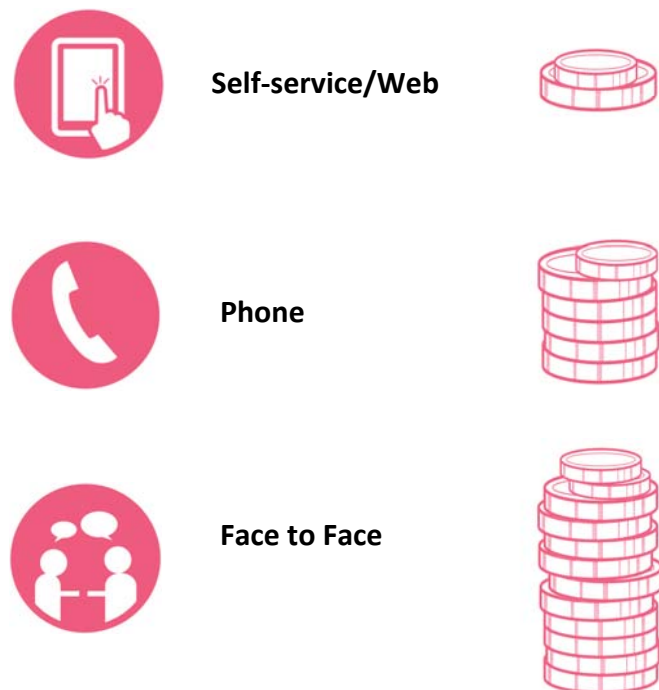


Guiding Principles

- **Customers.** We will place the customer at the heart of what we do.
- **Our Values.** Our customer service delivery will focus around our 5 Core Values.
- **Digital First.** We will reduce the need to contact us by phone or in person by making our processes more effective and customer focused.
- **Self-serve.** We will make our website easy to use to encourage customers to access services 24/7.
- **Support where needed.** In person and telephone queries will be available for those who need extra support 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 draft 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 will we do?
Better Customer Experience	<ul style="list-style-type: none"> Increased first point of contact resolution to avoid unnecessary multiple contacts Keeping customers informed Quick, efficient, professional services Making best use of resources and technology Provide more accessible services Support for our more vulnerable customers and those with complex enquiries 	<ul style="list-style-type: none"> Review our reception services to make sure we are providing the right support for your needs Provide progress updates via email or text Take forward our Economic Prosperity Strategy to enable us to become more business-friendly Introduce a new IT system that will improve the customer experience Support our staff to promote a consistent and customer centric approach Deliver joined up processes to save time
Digital First	<ul style="list-style-type: none"> Increased opportunities to self-serve 24/7 	<ul style="list-style-type: none"> Improve our website to make it easy to use and visually appealing Make online payments available Improve our processes to make it easy to engage with us online Introduce a customer account facility to give a more personalised service Improve the search facility and navigation on our website Deliver end to end transactions—no need to download and print off forms or make payments separately Make good use of user-friendly technology Introduce an online booking facility
Better engagement with our customers to help us deliver better services	<ul style="list-style-type: none"> Listening to our customers Providing reliable information Make better use of text messaging to provide updates /request information - saving time & money 	<ul style="list-style-type: none"> Continue to learn from the feedback we receive to help us improve our services Be clear about what our customers can expect from us Signpost to those who can help if we do not have the answers Review our use of social media to improve how we communicate with you

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 or 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