

Mole Valley District Council Customer Services Strategy 2019-24

Links to the Council Strategy

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.

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-serve is not available.

Values

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

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

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

- **Self-service/Web.** This is the cheapest and easiest way for you to contact us; and it helps us to keep our costs down too.
- **Phone.** This is more expensive. It costs you the price of a local daytime phone call and our costs are much higher.
- **In person.** This is the most expensive method of contacting us. It entails you travelling to our offices which may also impact on our environment.

Actions and Outcomes

Outcome – Better Customer Experience

What this means

- Increased first point of contact resolution to avoid unnecessary multiple contacts
- Keeping you informed
- Quick, efficient, professional services
- Making best use of resources and technology
- Easily accessible services
- Support for our more vulnerable customers

What we will do

- Introduce a new IT system that will improve the customer experience
- Provide progress updates via online tracking or email
- Take forward our Economic Prosperity Strategy to enable us to become more business-friendly
- Support our staff to promote a consistent and customer focussed approach
- Reduce the need for you to chase us for a response to your query
- Review our reception services to make sure we are providing the right support for your needs

Outcome – Digital First

What this means

- Information is easy to find on our website
- Increased opportunities to self-serve 24/7
- Our online services are easy to use

What we will do

- Improve the layout of our website to make it more visually appealing
- Make more online payment options available
- Improve our online forms
- Introduce the option of 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 technology
- Offer online booking facilities for more of our services
- Introduce the facility to upload photographs when reporting issues

Outcome – Improved Engagement

What this means

- Listening to our customers
- Provision of good quality, reliable information in a variety of different ways
- Services and processes that are designed with the customer in mind

What we will do

- Continue to learn from your feedback to help us improve our services
- Be clear about what you 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
- Continue to review our letters and leaflets for plain English
- Engage with you on key changes to our services