

CUSTOMER STRATEGY

COMMENTS FROM THE OVERVIEW AND SCRUTINY MANAGEMENT BOARD

At its meeting on 26 August 2021, the Overview and Scrutiny Management Board considered the report and agreed to support the recommendation to the Leader of the Council.

The following points were confirmed (further feedback from officers since the meeting is included below in red):

- The strategy would be an outward facing live document aimed at the Council's customers. The style of the strategy was supported as it was well laid out and easy to read. However, it was highlighted that the action plan was too corporate in the language used in some places. It was confirmed that the action plan would continue to be refined and developed as it was implemented. **We are currently working on the action plan for the customer strategy, and we will be taking this in a report to the Executive informally in September for consideration. We will publish the strategy once the action plan is finalised.**
- The inclusion of the action plan with the strategy was supported, and it was recommended that for future strategies, the action plan should also be attached as it helped to explain how the strategy would be implemented. **Noted and we plan to include the action plan as above.**
- There was no definition of who the customer was included in the strategy as there were so many different groups of customers that the Council interacted with. The Voice of the Customer priority would ensure the Council was engaging more with different groups of customers to consider how the Council could provide its services, how the services would be used in future, and then look to refine the services to meet the customers' needs. **This has been noted and the action plan will pick up how we engage with and are inclusive of different customer groups through the Voice of the Customer priority.**
- It was recommended that the photographs included in the document were relooked at to ensure that they reflected the diverse nature of Lincolnshire's communities. It was confirmed that alternative photographs that were more representative of Lincolnshire's communities were being requested through the Communications team. **We have requested some new graphics to be taken based on this feedback. At present our corporate bank of photos is limited and we are just waiting for the right time to be able to commission some new photos once we are out of the pandemic. Once we have new pictures, we will update the strategy document and re-publish it.**

- Digital connections need to be improved in some parts of Lincolnshire. In areas where there was a lack of digital connections, customers would only be able to access the Council's services by telephone. This has been acknowledged within the strategy and will be reflected within our future service model.
- Support was given to the development of a chat facility on the Council's website which was currently being looked into. This is currently being developed as part of our future provision and will require the correct resource and technology to support it before we can go live.