

# Customer Strategy 2020 to 2025

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We want to put all of our customers at the heart of everything we do. We aim to use their feedback in the design and delivery of our services.

We will provide services which are easy to use, simple and effective. We want to be easy to deal with.

More and more people prefer to access services on their mobile phone or computer. We want to improve our digital services so we can focus our limited resources on customers who are unable to do it online themselves.

## Customer contact

We deal with lots of customer enquiries each year. Broken down into different channels on average they are:

### How customers contact us now:

- Phone calls: 44%
- Emails: 20%
- Web form: 13%
- Face to face: 11%
- Post: 11%
- Social media: 1%

Web visits: There are over 607,000 web visits every year.

### How we would like our customers to contact us by 2025:

- Web form: 40%
- Phone calls: 26%
- Social media: 11%
- Emails: 10%
- Post: 7%
- Face to face: 6%

## What we want to achieve

Outcome	What this means
Customer and community needs drive how we design and deliver our services	<ul style="list-style-type: none"><li>• Use data and research to understand customer needs</li><li>• Involve customers in designing services and pilot testing</li><li>• Learn from customer feedback</li><li>• Share information and data across our services</li></ul>

Outcome	What this means
Customers can get the information and services they need easily	<ul style="list-style-type: none"> <li>• Encourage customers, who can, to self-serve</li> <li>• Develop high quality digital services</li> <li>• Understand what works well, build on established services and co-design services with community organisations</li> <li>• Our information is easy to understand and accessible to everyone</li> </ul>
Our digital services are so good that they are customers' first choice	<ul style="list-style-type: none"> <li>• Make our services are easy to use</li> <li>• Reduce demand on services, nobody needs to tell us something twice</li> <li>• Share information across our services</li> <li>• Monitor channel usage to manage and encourage customers to migrate to digital self-serve channels</li> </ul>
We are clear about what customers can expect from us and everyone receives the same high standard of service	<ul style="list-style-type: none"> <li>• Be open and willing to change</li> <li>• Be clear and consistent about what customers can expect from our services</li> <li>• Consider and manage the way we develop our services so they are accessible and easy for customers to use</li> <li>• Develop the skills, knowledge and behaviour of staff to support a 'customers first' culture</li> </ul>
Our services are great value for money	<ul style="list-style-type: none"> <li>• Seek out and take every opportunity to do things more efficiently, cost effectively</li> <li>• Share information to avoid duplication</li> <li>• Help customers use best value channels by choice</li> </ul>

## Our Customers

Why our customers contact us:

We deal with all sorts of people around and beyond South Lakeland. That includes people living, working, visiting, investing, volunteering, studying and running businesses in our district.

Customers contact us for all sorts of reasons:

- To get information and to give us information
- To apply for services and help
- To make payments
- To report issues

## Facts and figures

In South Lakeland:

- 82% of people in South Lakeland use home broadband to access the internet
- 56% of people use our website

## How our customer strategy fits in

1. Council Plan, informs the Commissioning Strategy
2. Commissioning strategy, Informs the next level of strategies and feeds back in to the Council Plan
3. Medium term financial plan – Customer strategy – Commercial strategy – People strategy, are all informed by, and feedback in to, the Commissioning Strategy

## How will we know we're getting it right?

- Services are easy to use and focused on the needs of customers
- The information we put out is easy to understand and our services are easy to use
- You only ever have to tell us something once
- Our staff treat customers with respect, are competent, and understand our customers' needs