

23 DEVELOPING A CUSTOMER SERVICES STRATEGY

The Council Executive considered a report (copies of which had been circulated) by the Head of Area Services advising of the development of a Customer Services Strategy for the Council.

The report explained that the Customer Services Strategy was an integral part of a suite of strategies that would ensure that the Council had customer service at the heart of service development. This was within the context of reducing resources and a need to move customers to more effective and efficient service delivery channels.

The Customer Service Strategy (a copy of which was attached as Appendix 1 to the report) had been developed around four themes:

1. Customer Involvement
2. Excellent Customer Service
3. Improving Access
4. Transforming Services

The Council Executive was informed that the strategy had been informed by both staff and customers. Customer focus groups had been held with members of the Citizens Panel, tenants network and parent councils to develop the key issues that needed to be addressed. A report on this engagement was attached as Appendix 2.

In conclusion the report advised that the Strategy would support the delivery of outcomes for West Lothian citizens.

It was recommended that Council Executive:-

- Agree the Customer Service Strategy for West Lothian Council; and
- Note that the Modernisation Programme Board would oversee the implementation.

In conclusion the Council Executive expressed its thanks to the officers involved in the work that was carried out to develop a Customer Service Strategy.

Decision

To approve the terms of the report.