Customer Strategy 2020 to 2023

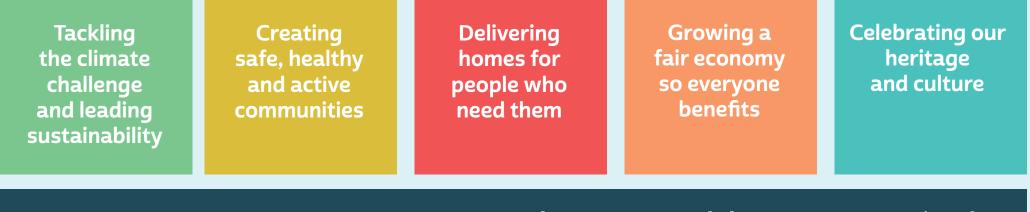
The aim of this strategy is to set out how we are going to support and help our customers in-line with the Better Colchester Strategic Plan

The strategy has been created through consultation with customers and staff and reviewed during the Covid-19 pandemic to reflect new and innovative ways of delivering our services now and in the future





Key themes of The Better Colchester Strategic Plan 2020-2023



How our Customer Strategy supports the Better Colchester Strategic Plan



Who our Customers are

Total population	Large University	Garrison	ı	Businesses	Visitors
More than 192,000	Approximately 8,000 students	Capacity fo approximately military perso	4,000	7,455	Many of our customers are from overseas/ outside the Borough
Total population		Employment Status			
20.8%6290 to 1718 to		68.4% Employed	7.6% Self-empl		20.8% ed Economically inactive
		Hous	sing		
34.4% Owned mor	31.9% gage Owned outrigh	18.7% nt Privately rented	13.5 Socially		0.070
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* ONS 2018 mid year population estimates (released 26/06/2019) ** Households ONS - Labour Force Survey 2017, accessed through NOMIS Labour N *** Employment status - ONS Appual Population Survey 2018, accessed through NOMIS Labour Market Profiles

What our customers are telling us

Through the most recent surveys and feedback from customers we learnt

What was most important to them

- A polite and respectful response
- To get what they need quickly and efficiently
- To feel valued

Key areas for us to improve

- Our communications with them (including emails, letters)
- Our website to keep it updated and to make it easier to use
- Responding to their enquiries in a timely manner

What we are good at

- Providing a polite and friendly service
- Being respectful of customer's individual needs
- Willingness to go the extra mile to resolve customer queries



Our Customer Principles

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- Listen to, understand and learn from our customers
- Embrace and respond to the changing needs of our customers to improve our services
- Be sensitive and inclusive to make sure that every customer has equal access to our services
- Solve customer enquiries swiftly and accurately
- Ensure customers are kept informed and updated
- Improve customer experience by having a consistent customer approach across all services
- Continuously improve and create consistency across all service delivery communications
- Continue to work with our public and voluntary sectors to help customers access services

Our Customer Vision

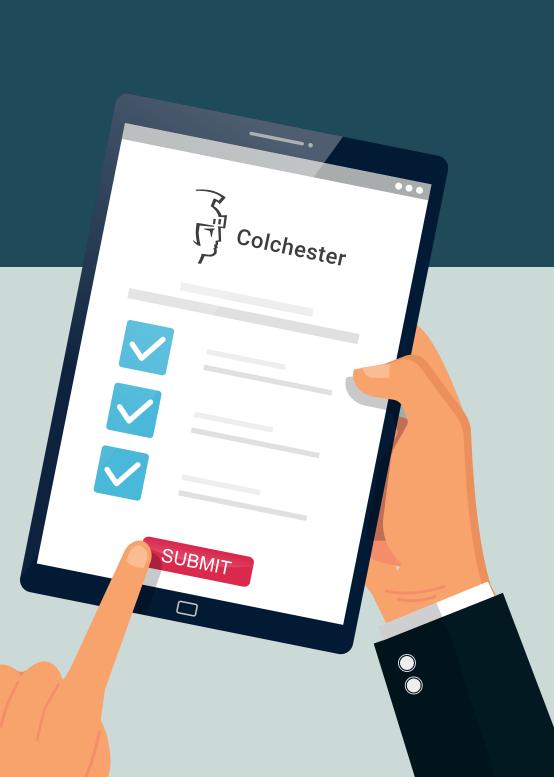
We will put customers at the centre of everything we do, improving and delivering the best service we can.



Our Digital Principles and Direction

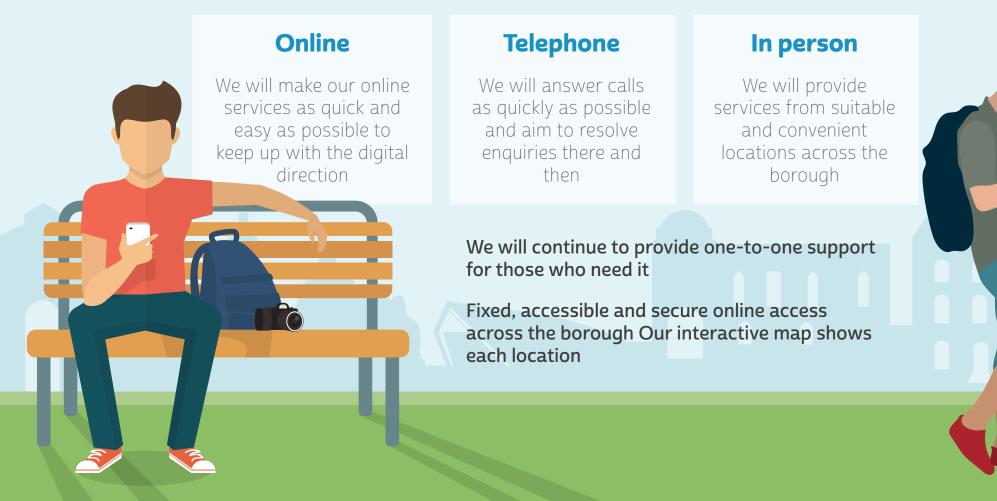
We will

- Make our online services easy to use and compatible with any device
- Make online content consistent, accurate and relevant
- Understand our customers' needs to create digital services for them
- Make full use of technology to better serve our customers
- Use the latest social media platforms to support community collaboration
- Foster a culture of best practice when developing our online services



How customers access our services

We enable our Customers to access our services how, when and where they choose



Our corporate Customer Standards

We will strive to continually improve every form of customer interaction and will

- Be polite, respectful and supportive
- Have professional, well-informed staff, who take ownership of customer enquiries
- Respond to customers in a timely manner
- Capture and enable customer feedback
- Ensure our customer data is relevant and up to date
- Communicate in plain language, avoid jargon and help overcome language barriers
- Respect customers' right to privacy and confidentiality



Desired outcome



"By actively seeking customer feedback, we'll be able to continuously monitor how customers feel and make sure that they are satisfied that we're delivering good services - whether services are accessed online, by telephone, or in-person."

- Colchester Borough Council