

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

Tackling
the climate
challenge
and leading
sustainability

Creating
safe, healthy
and active
communities

Delivering
homes for
people who
need them

Growing a
fair economy
so everyone
benefits

Celebrating our
heritage
and culture

How our Customer Strategy supports the Better Colchester Strategic Plan

Creating digital
solutions
helping to meet
our climate
challenge

Supporting
our residents
through their
most vulnerable
times and
helping to tackle
inequality

Helping
customers stay
in their homes
or find homes
that are right
for them

Providing
proactive,
joined up
and inclusive
services to all

Welcoming
customers and
helping them to
make the most
of our
heritage and
culture



Who our Customers are

Total population

More than
192,000

Large University

Approximately
8,000 students

Garrison

Capacity for
approximately **4,000**
military personnel

Businesses

7,455

Visitors

Many of our customers
are from **overseas/
outside the Borough**

Total population

20.8%
0 to 17

62%
18 to 64

17.2%
65 and over

Employment Status

68.4%
Employed

7.6%
Self-employed

3.2%
Unemployed

20.8% Economically inactive

Housing

34.4%
Owned mortgage

31.9%
Owned outright

18.7%
Privately rented

13.5%
Socially rented

1%
Living rent free

0.5%
Shared equity



Data source

*** Employment status - ONS Annual 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

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

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





Our Customer Principles



- 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

Online

We will make our online services as quick and easy as possible to keep up with the digital direction

Telephone

We will answer calls as quickly as possible and aim to resolve enquiries there and then

In person

We will provide services from suitable and convenient locations across the borough

We will continue to provide one-to-one support for those who need it

Fixed, accessible and secure online access across the borough Our interactive map shows each location



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

