



**WOKINGHAM**  
BOROUGH COUNCIL



# **Customer Experience Strategy 2023 - 2028**



# Introduction



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Chief Executive  
Wokingham Borough  
Council

Our purpose is to provide value for money public services to the people of Wokingham Borough, to support them in leading happy and healthy lives. To do this we must design services that meet the needs of our residents and businesses, and make sure they are accessible to all.

Our Council Plan sets out a number of priorities that we are focusing on to improve outcomes for our communities. *Changing the way we work for you* is built on a foundation of being relentlessly customer focused. The experience our residents and communities have when they interact with us is important, and ownership of experiences should be Council wide.

Working with our partners we are committed to making it easier for customers, residents and businesses to get the services and support they need. Our focus is on the basics: improving the experience people have when they contact us. To do this we need to better understand our community's needs and work to improve lives through services designed with residents in mind.

Despite the challenges we face, we are ambitious, committed to and passionate about delivering improvements as well as striving for fully accessible and efficient services.

This Customer Experience strategy has been developed with customers, residents and partners. They told us what matters to them and the things that make a difference to how they feel about their overall experience. We have used this insight to set out what we need to achieve and what we will do to get there. The promises within our Customer Charter underpin the strategy alongside some key principles - listen more, take steps to understand our communities needs and act on feedback so we continuously improve.

We want to be the best we can be. We will take steps to nurture and develop colleagues across our organisation so that customers have a better experience when they contact us.

We know we have work to do. Our commitment is to work with our partners and communities to achieve the right outcomes in the right way and become more of a listening Council. We will keep an eye on how we are doing by regularly asking for feedback and tracking progress against targets set out in this strategy.

**We want to  
put people at  
the heart of  
everything we do.**

To find out more about Our priorities, take a look at the [Council Plan](#)

# Using customer feedback to change the way we work and improve the customer experience



## Our purpose is to serve our customers and the community.

We want to make interacting with us easy and a positive experience. We recognise the need to become more consistent in our approach, and more supportive when customers access our services.

Customers access a wide range of services and we know that the experience will differ depending on the service needed and how it is accessed, for example online, face to face or over the phone. Customers have told us that there are 4 things that make a difference to how they feel about their overall experience:

- Feeling listened to
- Being able to get what they need
- Trust in the Council to spend money wisely
- Feeling valued as a customer

We know from customer and community feedback that we have work to do to improve. Our ambition over the next 5 years is to improve the experience our customers have when they interact with us. To do this, we will work to get the basics rights, but to also regularly gather feedback to fully understand what our community needs and how we can improve their experiences. This information will inform action, and by regularly listening to feedback, will help us to keep a track on how we are doing.

Thank you to all of our residents, businesses, partners and community groups for their input and support in the creation of this strategy.

# Our customer vision

To put our customers and community at the heart of all we do.



# Our ambition

To get the basics right, and improve the experience customers have when they interact with us so that they:

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**Feel listened to**

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**Are able to get what they need**

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**Trust in the Council to spend money wisely**

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**Feel valued as a customer**

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# Customer charter

Our Customer Charter was created with input from customers and will be embedded across the Council, and with our partners. We will use it to measure how we are doing and where we need to improve.

We are committed to continually improving the way we work. We want to make it easy for customers to interact with us, and to have a positive experience when they do.



# Equality, diversity and inclusion we want to make sure no one is left behind



**We recognise the diversity of the communities we serve and want to build strong relationships with them and understand their needs and priorities.**

We are proud to serve Wokingham's communities and recognise the growing diversity of the borough. Our vision is for all our customers, so we want to remove any barriers by delivering services that work for all, and by making sure our services are accessible.

We will engage with people and listen to feedback so that we can learn, build trust, strengthen collaboration and develop knowledge to inform service design. We will also look to adapt our methods of communication to meet the needs of our communities.

As a Council we want to celebrate diversity and inclusion within our work, continuously educate ourselves and strive for equality.

To find out more about how we are tackling inequality, take a look at our [Equality Plan](#)

# Our strategy in summary

## 3 key areas of focus:

### Be data driven -

Putting people at the heart of our services by listening to what they tell us, so we can better understand customer needs and priorities.



### Be outcome focused -

Making sure services deliver value for money, and are designed to help customers achieve the right outcomes.

### Continuously improve -

Getting the basics right, and use customer feedback to inform service design in line with changing customer needs and expectations.





## Be data driven

Putting people at the heart of our services by listening to what they tell us, so we can better understand customer needs and priorities

### We will

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**Give customers the ability to share feedback when they interact with us, across all contact channels**

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**Use data to develop a better understanding of customer needs to shape the way services are delivered**

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**Actively focus on areas where customer feedback identifies a need for improvement, and put actions in place to fix**



#### **Key success indicators:**

- Performance is measured against customer experience and meeting their needs
- Feedback and data is used to target customer journeys for improvement
- Robust tracking of equality data to support decision making and inform service design





## Outcome focused

Making sure services deliver value for money, and are designed to help customers achieve the right outcomes

### We will



Take ownership of customer experiences within service areas, and work to deliver improvements in service efficiency



Develop performance indicators for each service area, and measure outcomes against the Customer Charter



Deliver services with partners to maximise the right skills, and support the right outcomes for customers



### Key success indicators:

- All services have Customer Experience performance measures, with service improvements focused on the right outcomes for customers, and delivering value for money
- Customer contact channels are easy and cost effective, with support to self help wherever possible by using online services
- A community led approach, with services co-delivered with partners to achieve the right outcomes, in the right way, at the right time



# Continuously improve

Getting the basics right, and use customer feedback to inform service design in line with changing customer needs and expectations.

## We will



Improve our website to make sure digital services are centred around the needs of our customers



Share insight from customer complaints and learn lessons to avoid repeat mistakes



Improve the way we communicate with our customers by focusing on the language that we use



Drive a customer focused culture through training and reflections on performance, to make sure learning is applied



### Key success indicators:

- A website that is accessible, easy to use and has increased levels of customer satisfaction
- Complaints are resolved quickly, without the need to escalate through formal processes
- All of our workforce attends customer experience and equality training, and understand the role they play in improving the customer experience
- Workforce plans at service level to ensure we are recruiting, developing and retaining the talent we need to support improvements in the customer experience

# Strategy summary

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## Our ambition

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## 3 key areas of focus

### Be data driven

Putting people at the heart of our services by listening to what they tell us, so we can better understand customer needs and priorities.

### Continuously improve

Getting the basics right, and use customer feedback to inform service design in line with changing customer needs and expectations.

### Be outcome focused

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## Our customer charter

Support and care for people as individuals.

Be responsive, friendly and helpful.

Be open, honest and manage expectations.

Make it easy for you to interact with us.

Strive to get it right first time, and build on successes.

Listen, learn and work as one team to resolve issues.

## Our values

Customer focused

One team

Taking ownership

Being ambitious

To find out more about 'Our Values', take a look at our [Council Plan](#)

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