

STOCKTON-ON-TEES BOROUGH COUNCIL

CABINET RECOMMENDATIONS

PROFORMA

Cabinet Meeting17th November 2022

1. Title of Item/Report

Customer Services Delivery
Update

2. Record of the Decision

Consideration was given to a report on the Customer Services Delivery Update.

Customer expectations and behaviours had changed significantly in recent years, accelerated by the pandemic. The way people access the Council and interact with services had continued to evolve, with an increasing number choosing on-line channels. The Council had enabled and encouraged this move as it delivered increased efficiency and allowed the customer to transact with the Council from their own home, at times that suit them. Alongside this improvement of digital channels, Customer Services had continued to provide people with an opportunity for face-to-face support.

The report provided an update on Customer Services provision; how people were interacting with the Council and how Customer Services were ensuring that of residents' needs were met through a dynamic 'right-sizing' approach. This flexible and responsive use of staff and technology had enabled Customer Services to handle more queries in total and more per member of staff.

In 2020/21, each individual member of Customer Service front line staff handled an average of 8577 transactions, compared to 7831 in 2019/20.

However, whilst the long-term trend was toward self-serve and digital interactions, recent events linked to COVID recovery and subsequent 'cost of living' pressures, had significantly increased demand for personalised support and advice. The volume and complexity of this demand had resulted in a significant increase in customer call wait times.

The report outlined work that was underway to recruit and train additional front-line Customer Services staff to tackle this problem.

RESOLVED that the Customer Services channel trends and dynamic delivery model be noted.

3. Reasons for the Decision

To provide an update on Customer Services provision.

4. Alternative Options Considered and Rejected

None.

5. Declared (Cabinet Member) Conflicts of Interest

For transparency purposes Councillor Bob Cook outlined that with regard to agenda item 9 – Customer Services Delivery Update his daughter worked for SBC Customer Services.

6. Details of any Dispensations

None.

7. Date and Time by which Call In must be executed

Midnight Friday 25 November 2022

Proper Officer
21 November 2022