

S&ELCP Customer Experience Strategy

ELDC Overview Committee 25th July 2023



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South & East Lincolnshire Councils Partnership

What is 'customer experience'?

- How people **feel** when they interact with us
- Not just customer services - interactions with all employees and partners
- Not static – constantly changing
- Preventing some interactions from occurring
- Helping customers to help themselves where possible



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Working together to offer a clear and consistent experience

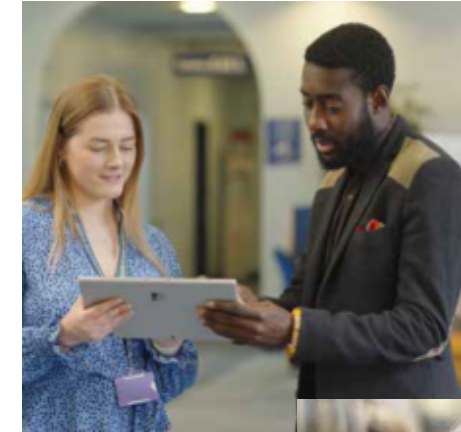
Our people – our “customers”



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- Residents
- Customers
- Businesses
- Staff
- Charities
- Partners of the Councils
- Community Groups
- Tourists
- Local Authorities
- Government Departments



Anyone who lives, works or visits our region or engages with us for any purpose

Why a strategy?

- **Society is changing and so is our way communicating**
- **Improve customer trust and demonstrate value**
- **Prevent needs from getting worse**
- **Access to information support health, wealth and wellbeing**



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Development and engagement so far...



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"Very useful document to have as 'point of reference', to be able to refer to for accountability"

"it is frustrating when you don't get through to the right person and passed around"

"could be at risk of promising too much – although good to be ambitious"

"good colours, eye catching and clear in describing consistent approach across 3 councils"

"did not understand why this was different from customer contact until read what you mean by customer"





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**“YOUR CUSTOMER
EXPERIENCE WITH
THE SOUTH &
EAST LINCOLNSHIRE
COUNCILS PARTNERSHIP
WILL BE SIMPLE,
EFFECTIVE AND
PEOPLE FOCUSED**

OUR VISION”

- Aligned to our values and behaviours
- Consistent standards
- Use of digital technology
- Customer focused culture
- Knowledgeable staff
- Flexible approach to meet customer needs



Outcome 1: An organisational culture that is people focused

To design our services in such a way that makes them easy to access whilst delivering the right outcomes in the most efficient way possible.

Outcome 2: A simple, effective, and positive customer experience

To deliver an improved, comprehensive and consistent experience, irrespective of how our customers interact with us

Outcome 3: Support that meets our customer's needs

To create the environment, facilities and advocacy to support those that need it most.