

Division(s):

## CABINET – 19 OCTOBER 2010

# OXFORDSHIRE COUNTY COUNCIL CUSTOMER SERVICE STRATEGY

### Report by Head of Strategy

#### Introduction

1. The purpose of this report is to seek approval from Cabinet for the Oxfordshire County Council Customer Service Strategy.

#### Background

2. The Customer Service Strategy forms an important part of our commitment to delivering better public services. It sets both a strategic approach to embedding excellent customer service across the Council, and actions by which this will be achieved in the short to medium term.
3. More explicit Customer Focus, including managing our reputation, is one of the individual streams of work within the County Council's Business Strategy. We aim to put customers at the heart of everything we do, and will use this focus on customers to make cost savings.

#### Key Issues

4. Our vision for Customer Service is:

**Oxfordshire County Council aims to deliver excellent customer service by putting our customers at the heart of everything we do. We aim to meet the needs of our customers by making information and services accessible quickly and easily, through a variety of methods.**

5. The proposed objectives of the strategy are:
  1. Services are accessible for customers in a way that is cost effective for the council
  2. Services are inclusive and designed to meet customers' needs working in partnership where better service delivery and customer service can be achieved
  3. Technology is use efficiently and effectively to support improved customer service
  4. Staff are supported and empowered to deliver excellent customer service

## Implications

6. Although there are no financial implications of the strategy itself, the content is intended to guide efficiency savings through the development and promotion of more cost-effective methods of customer contact such as the Customer Service Centre and online self-service transactions.
7. The strategy also aims to work in tandem with the ICT Strategy, the Asset Management Strategy and other strategies to make cost savings across the lifetime of the strategy by rationalisation of assets and better use of existing infrastructure.

## RECOMMENDATION

8. **The Cabinet is RECOMMENDED to approve the Customer Service Strategy and its 18-month action plan.**

TRACY LUCK  
Head of Strategy

Background papers: Oxfordshire County Council Customer Service Strategy and 18-month action plan.

Contact Officer: Maggie Scott, Corporate Policy Manager  
Tel: 01865 816081

October 2010