

# Customer Care and Access to Services Strategy

**2010**  
ROTHERHAM LTD

TURNING HOUSES INTO HOMES



INVESTOR IN PEOPLE



[www.2010rotherham.org](http://www.2010rotherham.org)

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## Foreword

We are pleased to introduce this Customer Care and Access to Services Strategy for 2010 Rotherham Ltd.

It represents our corporate commitment to take a structured approach and place local people, our employees, our partners, and the community at large at the heart of all that we do.

Our strategies are evidence that we are serious about bringing positive change within the organisation, and proof that we know more needs to be done through actions listed in the Action Plans.

We know that to succeed we need to work with local people and with local organisations to demonstrate that we are working for our communities, and we look forward to working with customers in delivering the commitments made in this strategy.

Colin Earl  
Interim Chief Executive

# CUSTOMER CARE POLICY STATEMENT

## Customer led service delivery

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### *We will:*

- Deliver services based on customer's needs, expectations and aspirations.
- Ensure our customers help shape the services we deliver
- Respecting all our customers and their diverse needs
- Use learning from customers to continuously improve our services
- Working with partners and communities for a better future
- Provide value for money services by aligning resources to customer and organisational priorities
- Involve customers in reviewing and setting service standards on an annual basis
- Take our service too customers where they cannot come to us

## Support and develop our staff

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### *We will:*

- Be a good and caring employer
- Ensure our staff are trained to provide excellent customer service
- Provide flexible working arrangements to ensure improved access to service for customers
- Provide clear direction and communicate expected standards of customer care
- Learn from our staff by involving them in service improvement reviews

## How we will communicate

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### *We will:*

- Always listen to customers and colleagues
- Be polite, open, honest and respectful
- Enforce our customer care standards and respond to emails and letters promptly
- Use plain language
- Adapt how we communicate to meet the individual needs of customers
- Publish our key service standards to ensure customers know the standard they can expect.

## Accessing our services and our people

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### *We will:*

- Display information about our staff and board members and their responsibilities
- Publish opening times and how to access services out of hours.
- Review our premises to ensure we provide welcoming accessible offices to all
- Ensure our staff wear identification badges at all times
- Ensure ease of navigation and quality of information on the our website
- Embrace new technologies to widen choice of access and value for money

## 1.0 Introduction

### - The Approach

2010 Rotherham Ltd is committed to providing a customer driven approach to service delivery and community led intelligence. Central to this commitment is the need to provide excellent accessible services through a range of channels that are fit for purpose and value for money.

This strategy will highlight our existing activity and service developments and will include:

- ❖ An analysis of current provision
- ❖ The drivers and strategic context
- ❖ Where we need to be
- ❖ How we will move forward
- ❖ What our service will look like by 2012

The strategy will focus on access to services from a customer perspective and as a consequence what needs to change in how we operate in the future. Working in partnership with other providers we will embrace opportunities arising from technology.

We will consider best practice and the changing customer access patterns.

The principles we have based the strategy on are quality, choice, equality of access, independence and self service and value for money. We therefore aim to:

- a) Improve **quality** of service by providing customer satisfaction at their first point of call. We want to get things right first time from a customer perspective and avoiding multiple and repeat contacts. We recognise that every contact count in terms of customers experience and cost effectiveness. We do not want excellent access to poor service delivery.
- b) Provide **choice** of access that reflects customer requirements.
- c) Provide **equal access** for all, irrespective of how or where the service is accessed or by whom.
- d) Encourage **independence and self service by** promoting increased use of technology.
- e) Provide **value for money** services informed by effective engagement and learning from customers.

To ensure the strategy leads to measurable improvements for our customers we have developed a delivery plan which will be monitored and reviewed regularly. In the delivery of the strategy we will support our staff ensuring they are equipped to meet the future challenge.

We have developed a number of initiatives to improve access for our customers and this strategy provides the direction to move forward in a planned approach.

## - About 2010 Rotherham Ltd

2010 Rotherham Ltd was established in 2005 to transform council housing within the Rotherham Borough. We are an Arms Length Management Organisation, (ALMO) with the responsibility for managing, maintaining and improving council houses. We also aim to create cleaner, greener and more attractive neighbourhoods for our customers. In pursuit of our aims we endeavour to ensure the customer shapes and drives our service provision. Knowing how customers choose to access our service is central in providing a value for money quality service.

We currently operate out of 8 neighbourhood offices that provide core services and staff accommodation. The office accommodation varies from new Customer Service Centres (CSCs), to offices that we acknowledge are not fit for purpose. Our headquarters, Eastwood is approximately 2 miles outside of Rotherham town centre and is primarily an administrative base with few tenant visitors. Our services are also accessed at the Civic Building in Rotherham Town Centre. All of the buildings we operate from are owned by Rotherham MBC.

We provide housing a range of housing operational functions including: – rent collection and arrears control; tenancy management; improvements to decent home standard; a choice based letting system; leasehold management; community engagement and support to the wider regeneration of neighbourhoods.

At the time of forming the company we made *promises* to tenants to:

- Treat them with respect.
- Treat them fairly.
- Deal with their enquiries and complaints thoroughly, quickly and honestly.
- Listen carefully and make a note of the issues they raise.
- Be sensitive, discreet and respect privacy.
- Give clear and relevant information.
- Make our buildings and services are easy to find and use.
- Make sure that services meet tenant's needs by listening to what they say.
- Improve our services by involving tenants, residents and staff in setting and monitoring standards.
- Give staff the skills, training and support they need to put customers first.

All of our promises are directly relevant to this strategy and the delivery plan will be crucial to demonstrate that we have fulfilled them.

## 2.0 Our Vision for Access and the Drivers

### - Our Vision for Access

***'That our customers are able to access quality services easily and conveniently to meet customer needs.'***

There are a number of drivers nationally and locally that are directly relevant to the development of this strategy. Embracing technology lies at the heart of improving access and creating organisational efficiencies. 2010 Rotherham Ltd want to ensure that we maximise our resources on the front line of service delivery. We will equip our staff and operatives with the technology to receive and act on customers requests for services in an effective manner. Unnecessary bureaucracy and duplication of effort will be eradicated to free resources to have a proactive presence within neighbourhoods to work with communities to address issues.

Encouraging the use of technology by the customer will assist in their personal development and in removing a dependency on public services. If Rotherham is to be competitive as regionally, nationally and globally we need knowledgeable communities who use technology in all aspects of their lives. Our strategy therefore serves a wider purpose than access to 2010 Rotherham Ltd's services, it contributes towards strengthening the communities we serve.

### - The Drivers

***Transformational Government Strategy - November 2005*** - This strategy clearly is vital in driving the vision of 2010 Rotherham Ltd by demonstrating how increased efficiencies in access can result in freeing resources from the back office to front line services. Moving public service delivery into the 21<sup>st</sup> century by creating choice and increased opportunity for interaction through technology.

***The Varney Report Service Transformation - a better service for citizens and businesses, a better deal for taxpayers 2006.*** Takes a pragmatic approach and considers the multiple contacts a person has to make when reporting a change of circumstance such as a birth or a death. Our strategy, in line with this thinking is about staff ownership problems and the provision of a seamless service.

**The Rotherham Community Strategy** To maximise access and opportunity for everyone and to deliver high quality services are underlining principles within the Community Strategy, *Our Rotherham Our Future*. The strategy recognises need for citizens to access services and opportunities easily and seamlessly. We will continue to work with RMBC to provide a quality Aids and Adaptations service to meet the needs of customers with disabilities in both the public and private sectors. (See Home Adaptation Guidance Notes).

**The 2010 Rotherham Ltd Corporate Service Review.** Recognised the need to reengineer how we deliver services locally. We want customers to receive a consistent service with 80% of enquiries dealt with at the first point of contact. The vision within the review is to have personalised services concentrated within the customer care centre and increased co-location of back office services.

**The 2010 Rotherham Ltd Equality and Diversity Strategy.** At 2010 Rotherham Ltd we have many customers with different backgrounds and needs, the customers we serve are increasingly diverse. We have listened and learnt from all communities and will use what we have learned in the development and delivery of this strategy.

**Service improvement activity.** To deliver continuous improvement to customers we are currently reviewing our customer complaints and compliments procedure to maximise both satisfaction to the customer and learning as a provider. In addition we are currently overhauling the information we provide on the intra and internet to ensure it is relevant and can be easily navigated.

**Draft Rotherham MBC Customer Access in Rotherham Vision and Strategy** Rotherham MBC has produced a new Access Strategy. It is built on the principles of customer involvement, choice and seamless service provision across the borough. Rotherham MBC have already reengineered front line service delivery across the borough by establishing a series of Customer Service Centres, 2010 Rotherham Ltd have a dedicated presence in each centre. In addition the councils partnership arrangements with BT and the formation of RBT (Connect) provides potential opportunities for 2010 Rotherham Ltd. We will wherever possible work in partnership but will always be driven by providing excellence and value for money for our customers.

**Agile working proposal** Practices including, hot desking, working from home, utilising hand held technology all encourage flexibility and customer focus. There are examples of agile working currently in 2010 Rotherham Ltd, however expanding this will result in efficiencies for the organisation, the officer and a more customer focussed service.

### **Our Values and Promises**

**2010 Rotherham Ltd Corporate Delivery Plan** documents how we are going to deliver the promises we made tenants. We have a clear Vision and Mission underpinned by our Values.

#### **The Vision**

*“Create and sustaining better homes, neighbourhoods and communities”*

#### **The Mission**

*“Working with our diverse communities and partners to improve the quality of life, making every neighbourhood safe, clean and proud”*

All of 2010 Rotherham Ltd's activity is underpinned by our **values** which are:

- Respecting all our customers and their diverse needs
- Being open and honest
- Listening, learning and achieving
- Continuous improvement
- Working with partners and communities for a better future
- Value for money
- Being a good and caring employer
- Respecting the environment now and for future generations

Clearly the approach taken and the aims of the Customer access to services strategy are well aligned with our corporate values and promises to tenants.

<b>Customer Access to Services Strategy</b>	<b>Our Values (Delivery Plan)</b>	<b>Our Promises to tenants and leaseholders.</b>
Improved quality of service	Respect and honesty.  Being a caring employer	Treat people with respect.  Deal with enquiries and complaints thoroughly, quickly and honestly.  Listen carefully and make a note of the issues they raise.  Be sensitive, discreet and respect privacy.  Give clear and relevant information.  Improve our services by involving tenants, residents and staff in setting and monitoring standards.  Give staff the skills, training and support they need to put customers first.
Increased choice of access	Continuous improvement	Make sure our buildings and services are easy to find and use.
Equal access	Learning from communities  Respect  Being a caring employer	Make sure our buildings and services are easy to find and use.  Treat them fairly.
Independence and self service	Respecting the environment	Make sure our buildings and services are easy to find and use.
Value for money	Partnership working, Learning from communities	Make sure that services meet tenants' needs by listening to what they say.

### 3.0 What we do now and what we have learned

#### - What we do now

Key Functions	Access options
Managing a Decent Homes Programme	Direct contact with the contractor and liaison officer Direct number of the contractor General enquiries number
Rents – income maximisation	On line payment Post office payment Direct debit / standing order Via neighbourhood offices and Civic Building Rotherham Payment via telephone
Repairs and Maintenance	On line reporting Telephone Rotherham Connect Neighbourhood Office Emergency number – (out of hours)
Housing and Neighbourhood Management	On line reporting of anti social behaviour Neighbourhood office Report to Rother Connect Request a home visit

Whilst “**Key choices**” the choice based lettings system is the responsibility of Rotherham MBC we provide operational support through our neighbourhood offices. It allows customers to apply for a property of choice instead of waiting for an offer that someone else thinks is suitable. The access options are: Online application via Rotherham MBC website; Visit to the neighbourhood office; Rother Connect generic number and via text – SMS.

#### - How we provide services

##### **Office based provision**

Within our three housing areas we currently provide service from 8 neighbourhood offices these are:

**Rother Valley Locality:** Maltby and Dinnington Customer Service Centre

**Rotherham Locality:** Kimberworth Park and Greasbrough Office

**Wentworth Locality:** East Herringthorpe, Rawmarsh, Wath Office and Swinton Customer Service Centre

Rotherham MBC are introducing a programme of five borough wide Customer Service Centres (CSCs) The centres provide accommodation and access to 2010 Rotherham Ltd services, social services and area assembly officers. A schedule for the remaining CSCs is stated below and 2010 Rotherham Ltd will have a presence in all. Our service access

points serve as a resource for customers and also an operational base for staff. In addition to the first CSC in the Civic Buildings, Town Centre, the timetable for rolling out CSCs borough wide is:

Swinton	Now open
Dinnington	Now open
Maltby	July 2008
Rawmarsh	Late 2009
Aston	Late 2009

2010 Rotherham Ltd have welcomed the programme however we acknowledge that CSCs alone will not meet our ambitions for reaching excellence in access to services. We acknowledge that East Herringthorpe, Kimberworth Park, Maltby and Rawmarsh are entirely inadequate as both office accommodation and service access points.

Customer satisfaction rates at neighbourhood offices are generally high and historically we have provided services delivered from local buildings. We recognise that before rationalisation of neighbourhood offices we need to develop alternative service provision. We have standard office opening hours but have recently introduced a late night opening in each neighbourhood office. We have also piloted Saturday openings which did not turn out to be value for money.

Our services are also accessed through centrally located Rotherham MBC buildings, the CSC in the Civic Buildings and The Property Shop. Our headquarters at Eastwood has undergone significant change recently, it now houses the core management team; Decent Homes: In House Service Provider (IHSP), and the Rother Fed tenant resource centre building. With the exception of Rother Fed activities, few tenants and leaseholders have reason to visit the site. The IHSP also have a depot at Eastwood which enables excellent communication.

### ***Telephony and technology***

The Council have a joint venture company with British Telecom, RBT (Connect) Ltd. in addition to other functions they provide a telephone contact centre and ICT support. Customers therefore can call one number (01709 336009) from 8.00 am to 8.00 pm to report a repair or any Street Pride issues such as graffiti removal, litter, abandoned vehicles, refuse collection etc. Rotherham Connect receives 129,000 responsive repair requests annually. In addition to the Rotherham connect number each of the neighbourhood offices have separate contact numbers. Other numbers our customers use regularly are the out of office hours emergency number and the general enquiries number for decent homes.

### ***Mobile technology***

We have recently introduced Personal Digital Assistants (PDAs) to all IHSP operatives that will allow real-time access to responsive repairs. It will produce efficiencies by reducing mileage and wear and tear of our vehicles and streamline processes.

This technology will provide speedier response times to customers by reducing time travelling. We are currently considering rolling out the technology to front line officers who will be able to order works from the customer's homes.

Recognising the growth in mobile phone technology we have provided text messaging as an option within consultation exercises, a recent example of this is the “Checking our Records” survey. Rotherham MBC offer text messaging as an access method for Key Choices however only a small number of customers opt for this access method.

### ***Self service mechanisms - Internet / Intranet***

Our website [www.2010rotherham.org.uk](http://www.2010rotherham.org.uk) complies with accessibility standards. It provides information about 2010 Rotherham Ltd services, how people can get involved in decisions and direct access for people to:

- Report a repair
- Pay rent or other sundry debtor accounts
- Applying for community grants
- Reporting anti social behaviour
- Reporting racists incidents

### **Home visiting and Local Surgeries**

Home visits are valued particularly by vulnerable tenants. Conducting home visits also provides a visible presence within neighbourhoods. We undertake home visits for a number of reasons primarily to: Inspect repairs; discuss complex rent arrears cases; proactive home inspection visits and verification of tenant’s details.

We will when visiting customers at home we.

- Arrange a mutually convenient time
- Wear identity badges at all times
- Leave a calling card if no response
- Use our ICT systems to be aware if customers are vulnerable or potentially violent
- Arrange for an interpreter or signer if necessary

To engage with our more rural communities we conduct local surgeries. We advertise the surgeries in advance and take our services out to our more isolated areas.

## **WHAT WE HAVE LEARNT**

### ***The Housing Quality Network***

- That 2010 Rotherham Ltd staff are positive and customer focused.
- We need to update and communicate customer service standards and customer service performance information.
- We have too many contact numbers
- We do not use a Customer Relationship Management CRM system.

### ***Benchmarking office accommodation***

We have considered what action eight other ALMOs have taken in addressing their office accommodation needs. The majority have reduced the number of their neighbourhood

offices. Most ALMOs contacted continue to operate from council owned buildings and have similar telephony arrangement to Rotherham Connect.

**Our Customers forum** - a group of residents and leaseholders have visited all area offices and also visited private sector premises. They have recommended that:

- We should utilise touch screen technology for accessing information and services
- The reception areas in most offices are not fit for purpose because of insufficient seating and lack of privacy.
- The neighbourhood offices are not fully accessible to all service users
- Some offices had outdated information in reception areas.

**Key Lines of Enquiry Feedback from Customers** – Using a series of focus groups and workshops on access, customer care and user focus the findings were that we need to:

- Consider a consolidated telephone system and remove or substantially reduce office numbers. This will standardise the quality of service delivery.
- Review the process of requesting services via the internet to make it more informative – what happens next.
- Provide an extended service to customers who work.
- Continually assess accessibility of our buildings and services.
- Reinforce our promise to treat customers with respect.

### ***BME Consultation Event***

The main suggestion was that we change our translation strap line to include more information about the document on which it is printed. It was also stated that we should not always translate documents until the customer has had chance to talk to someone about its contents first . Letter was a preferred method of communication.

**Stakeholder Conference March 2008** At the event the direction of travel and key aims within the strategy were welcomed by participants. The overall vision for access was amended and has been adopted within this strategy. The customers stressed the value of a visible presence on estates.

## 4.0 What we want our strategy to achieve

### **For our customers to:**

- Have a personalised service with a wide choice of access options.
- Have access to services 24/7 from places that are convenient to them.
- Move towards having a 24/7 telephone access from one single number.
- Be well informed and know what standard of service to expect. (Cross reference customer care standards)
- Have greater involvement of customers generally but specifically underrepresented groups.
- Have an excellent standard of service regardless of where or how service is accessed.
- Have equality of access
- Have resolution of queries at first point of contact

### **For our staff to:**

- Have the information, knowledge and skills to resolve customer's enquiries directly.
- Have flexible working patterns that lead to increased job satisfaction and smarter working.
- Have a clear direction and understanding of our vision for future service delivery
- Feel empowered and involved in service improvement planning
- Have customer information through CRM to enable personalised service delivery.

### **For 2010 Rotherham Ltd to:**

- Build upon our previous trend and strive to release more back office resources to front line activity
- Have access channels fit for the 21<sup>st</sup> century
- Have more avenues / less buildings by
  - Increased use of information technology.
  - Partnership working
- Improved learning from customers by expanding improving information and engagement
- Reduce complaints and increase customer satisfaction.
- Promote 2010 Rotherham Ltd as an independent organisation ensuring we are the face of service delivery.
- Demonstrate efficiencies and value for money.

## 5.0 Equality and Diversity

Equality of access relates to information, influence and service delivery. It is vital when considering access that we consider wider issues than physical barriers. 2010 Rotherham Ltd is committed to ensuring opportunity for all to be informed and involved in influencing how we deliver services.

### **Some of the actions we have taken to improve access for all include:**

- Physical alterations to buildings to improve compliance with DDA regulations.
- A national interpretation service is used and minicom, induction loops and text-talk is available in all Neighbourhood Offices.
- All staff have access to language line and can book interpreters and signers where necessary
- Large print and translated information is available.
- Same gender interviews are available where customers prefer it.
- Our services aim to be culturally sensitive, for example, we will avoid carrying out repair work on Fridays for customers of certain faiths who make that request.
- Target consultation and information to ensure inclusion.
- A comprehensive training programme for all staff.

### **Areas for improvement and consideration are:**

- Improvement in knowledge of who our customers are and their access needs
- Promotion of existing services we already provide aimed at encouraging access.
- Be smarter when engaging harder to reach communities by expecting all people to engage in traditional mechanisms.
- Equality of access in all service planning and introduction of initiatives
- Services and service provision will be continuously reviewed and developed to meet the needs and requirements of all sections of the community.

We will make every effort to meet any special needs and ensure the service provided is equitable and accessible to all.

## 6.0 Consultation, Monitoring and Reviewing

### - **Monitoring and reviewing**

We aim to provide excellent services and to be innovative in how we deliver them. As we deliver outcomes within the delivery plan we will demonstrate the impact of improvements. Customer care, service standards and satisfaction levels will be monitored and measured using national and local performance indicators.

We have recently updated our customer care standards and these will be monitored through mystery shopping and local performance indicators. Reporting monitoring of telephone answering continues to be a key improvement priority that we are currently addressing through discussions with RMBC and RBT. Mystery shopping has been introduced for access channels including reception areas, response to e-mails, on line interactions and telephone calls.

In addition to our Best Value targets BV74 and BV75 we will measure:

- Trends in how customers choose to access our services
- KLOE progress
- The quality of service delivery
- The satisfaction with choice of different access channels
- The ease of reaching the right person
- If people are dealt with by the first person they contacted.
- Perceptions of staff helpfulness

### - **Who is involved in monitoring?**

- Customers – through community engagement activity, community forums, board membership and complaints and compliments.
- Staff through involvement in service planning and feedback to managers.
- Board champion. The champion will receive regular updates, and champion new initiatives
- Compact monitoring group –“Here’s the deal” will ensure we do not stray from our promises made to tenants.
- Rotherham MBC – via involvement in the 2010 Rotherham Ltd Board, as a key partner and through Cabinet reports.

### - **How we will report**

- |                                    |  |
|------------------------------------|--|
| • Performance committee            | Quarterly                                      |
| • Performance management committee | Quarterly                                      |
| • 2010 Rotherham Ltd Board         | Bi Annually                                    |
| • Cabinet                          | Annually                                       |
| • “Round your place” newsletter    | Annually and as new initiatives come on stream |
| • Website information              | Updated quarterly                              |
| • Area Housing Panels              | Annually and as new initiatives come on stream |
| • Tenants borough wide forum       | Annually as a key issue for discussion         |

- **Further engagement**

We believe that all our customers have the right to influence service delivery and for this to happen we need to engage at all stages. Whilst we have developed this strategy based on learning from customers we recognise that we will need further engagement on specific actions within the delivery plan.

We will target consultation with groups who historically may have of face barriers to access or historically we have not fully engaged. Where appropriate we will promote community cohesion by developing bringing groups together to create a common vision for services and neighbourhoods.

Specific and fit for purpose engagement will be vital when considering:

- The general future direction of the service delivery – The vision.
- Potential building rationalisation
- General preferred access channels
- Considering appropriate sites to expand access via technology
- The introduction of one number contact

Within service reviews we will ensure access is a cross cutting theme for discussion with service users.

## 7.0 Delivery Plan

Aim 1 Improve <i>quality of service</i> by providing customer satisfaction at their first point of call.					
Ref	Action	Target / Date	Outcome	Lead	Progress and monitoring
1.1	Further develop our customer service training to enhance front line skills and knowledge.	Review existing training programme by June 2008. To establish a baseline to achieve a target of 80%. Report and implement changes August 2008 Annual review.	Confident and informed staff measured by new staff survey  Increased number of customer enquiries dealt with first time by measuring: <ul style="list-style-type: none"> <li>Exit Survey</li> <li>How did we do surveys</li> <li>Monitoring reception statistics</li> <li>Annual Customer Satisfaction Surveys</li> </ul>	<ul style="list-style-type: none"> <li>A Dir</li> <li>BDCSR</li>   <li>ANIMs</li> <li>Rother Fed</li> <li>Sneh Soni</li> </ul>	<ul style="list-style-type: none"> <li>Exit Survey</li> <li>How did we do surveys</li> <li>Monitoring reception statistics</li> <li>Annual Customer Satisfaction Surveys</li> </ul>
1.2	Ensure all new Customer Services Assistants are fully trained in customer services and key office systems within 3 months of start date.	Review Oct annually. 2008/9 100%	More informed and knowledgeable staff.	<ul style="list-style-type: none"> <li>Dir</li> <li>BDCSR</li> <li>Marketing &amp; Communications Manager</li> </ul>	One to one and PDRs
1.3	Ensure staff are aware of the Customer Care & Access Strategy and its vision, aims and commitments.	Publicity and promotion May 2008.	Consistent quality service standards achieved.	<ul style="list-style-type: none"> <li>CS&amp;EM</li> </ul>	Briefing session to be held at Roadshows
1.4	Programme a series of exit surveys at all neighbourhood offices and contact points.	Programme produced May 2008	Intelligence led service improvement.	<ul style="list-style-type: none"> <li>CS&amp;EM</li> <li>PSI team</li> </ul>	Reality checking Peer Group reviews Monitoring as part of the reception stats.
1.5	Carry out a follow up telephone surveys to	Programme produced in place May2008.	Intelligence led service improvement.	<ul style="list-style-type: none"> <li>Service Quality Officer</li> </ul>	Customer Satisfaction surveys

<b>Aim 1 Improve quality of service by providing customer satisfaction at their first point of call.</b>					
<b>Ref</b>	<b>Action</b>	<b>Target / Date</b>	<b>Outcome</b>	<b>Lead</b>	<b>Progress and monitoring</b>
	measure satisfaction with the resultant action from the office visit/ Repairs and Maintenance operative visit.	Introduce a rolling programme of telephone surveys by May 2008	Increase the customer satisfaction levels from 74%to 80% to ensure that customers feel happy with the service and they can influence service delivery. Involve customers in the surveys and checking	<ul style="list-style-type: none"> <li>• PSI team</li> <li>• Continuous Improvement &amp; Customer Inspection Group (CICIG)</li> </ul>	Reality checking in partnership with Rotherfed Customer Inspection groups
1.6	Learn from the complaints and compliments procedure by identifying and acting on good practice and areas for improvement.	Annual report produced to identify areas for improvement in service delivery and inform service planning in April 2008.	<p>Improve the monitoring of learning from customer feedback with the aim to demonstrate improvements to service delivery</p> <p>Develop staff competencies Reduce complaints.</p>	<ul style="list-style-type: none"> <li>• PSI team</li> <li>• Customer Services Officer</li> </ul>	Monthly reports to include reports from Neighbourhood management and IHSP to demonstrate-‘You said we did’
1.7	Review and communicate customer care standards annually.	Publish first reviewed standards April 2008	To ensure that the customers service Service standards are shared with the main residents groups and Rotherfed by the end of April 2008.	<ul style="list-style-type: none"> <li>• ADir</li> <li>• PSI team</li> <li>• Service Quality Officer</li> </ul>	Borough Wide Forum Rotherfed meetings Customer feedback Round your Place Sign up Packs for New tenants.

**Aim 2 Provide *choice of access* that reflects customer requirements.**

Ref	Action	Target / Date	Outcome	Lead	Progress and monitoring
2.1	Expand access methods to include new ways of accessing services	80% satisfaction with the different ways to access services in 2008/9 Annual report- April 2009	Improved access to more services for customers	<ul style="list-style-type: none"> <li>• CS&amp;EM</li> <li>• Sneh Soni</li> <li>• Marketing &amp; Communications Manager</li> </ul>	Customer Satisfaction surveys and Annual Performance Reports
2.2	Develop on line services to make more services available electronically	Review of existing services and potential growth by June 2008 Update the website May 2008	Improved access for customers 24/7  Increased self service opportunities	<ul style="list-style-type: none"> <li>• A Dir</li> <li>• Marketing &amp; Communications Manager</li> </ul>	Feedback from customers customer satisfaction surveys
2.3	Work with RBT/RMBC to introduce the use of swipe cards.	June 2008	Increased number of venues for rent collection in Rotherham	<ul style="list-style-type: none"> <li>• A Dir</li> <li>• Housing Income Manager</li> </ul>	Customer Feedback and Rents Surveys
2.4	To consider introducing agile working to reduce reliance on office accommodation.	Report to EMT Sept. 2008	Improved staff satisfaction Greater presence of staff on Estates	<ul style="list-style-type: none"> <li>• A Dir</li> <li>• NMs</li> <li>• CS&amp;EM</li> </ul>	Feedback from staff and customers
2.5	Reduce the number of telephone numbers presented to the public. Pilot a consolidated information system	Commence project May 2008 Implement June 2008 Review March 2009	Improved access and consolidated service delivery. Less office space required.	<ul style="list-style-type: none"> <li>• Manager</li> <li>• CS&amp;EM</li> <li>• KT Manager</li> </ul>	Project Plan -Review May 2008
2.6	Consider the feasibility of introduction of an 0800 free phone number and / or 0845 local number for all 2010 Rotherham Ltd enquiries Please see 3.5.	Report on feasibility June 2008	Improved customer satisfaction with the service.	<ul style="list-style-type: none"> <li>• Manager</li> <li>• CS&amp;EM</li> <li>• Repairs Team Leader</li> </ul>	Customer surveys and feedback from customers

<b>Aim 3 Provide equal access for all, irrespective of how or where the service is accessed</b>					
<b>Ref</b>	<b>Action</b>	<b>Target / Date</b>	<b>Outcome</b>	<b>Lead</b>	<b>Progress and monitoring</b>
3.1	Ensure people are aware of how we provide access to services and information to meet customer needs	Publicity campaign to commence May 2008 and driving it forward as part of the Rotherham Show (Sept 2008). Publicity to be repeated annually.	More people feeling informed and that they can influence decisions.	<ul style="list-style-type: none"> <li>• A Dir</li> <li>• Marketing &amp; Communications Manager</li> <li>• PSI Team</li> <li>• Sneh Soni</li> <li>• Service Quality Officer</li> </ul>	Customer Satisfaction Surveys Feedback at the Rotherham Shows Customer Forums
3.2	Utilise language skills of staff by developing a register.	Register in place by July 2008	Staff feeling valued Value for money services	<ul style="list-style-type: none"> <li>• Equality &amp; Diversity Manager</li> </ul>	Staff feedback Roadshows Supervision Monitoring of the register Customer Consultation
3.3	Carry out audits of buildings ensuring adequate signage and ensure appropriate access for diverse customers.	May 2008  Repeated annually – annual service measurement	Increased satisfaction of customers experience in visiting our offices	<ul style="list-style-type: none"> <li>• A Dir</li> <li>• Service Quality Manager</li> </ul>	<b>Reality checking and Customer Satisfaction Surveys</b>
3.4	DDA compliance of all long term sustainable offices.	June 2008 Annual reviews	Improved access to services for more customers		<b>Customer Inspection Group Reality checking</b>
3.5	Develop a pilot one number contact telephone exchange system based in Swinton	Commence May 2008 Review March 2009	Improved access to services for more customers	<ul style="list-style-type: none"> <li>• CS&amp;EM</li> </ul>	<b>Project planning Report to Committee May 2008 Weekly progress meetings</b>
3.6	Introduce a strap line to all correspondence stating that we can visit customers if they cannot access us.	May 2008  Review impact March 2009.	More responsive and customer focused service. Compliance with legislation	<ul style="list-style-type: none"> <li>• A Dir</li> <li>• PSI Team</li> </ul>	Reality checking and customer Satisfaction surveys

<b>Aim 4 Encourage independence and self service by promoting increased use of technology</b>					
<b>Ref</b>	<b>Action</b>	<b>Target / Date</b>	<b>Outcome</b>	<b>Lead</b>	<b>Progress and monitoring</b>
4.1	Promote the take-up and monitor the use of on-line services.	Promotion campaign Sept 2008 and establish baseline. Sept 09/2010 + 20%	Improving self service and independence.	<ul style="list-style-type: none"> <li>• A Dir</li> <li>• PSI Team</li> </ul>	Customer Satisfaction Surveys
4.2	Text Messaging – Investigate the use of Text Messaging as an additional communication method for/with customers.	Report Nov 2008.	Improving self service and independence.	<ul style="list-style-type: none"> <li>• Housing Income Manager</li> <li>• CS&amp;EM</li> </ul>	Customer Feedback
4.3	Introduce touch screen technology at strategic locations to extend access to on line services	Trial within 2 areas in November 2008. Evaluate March 2009.	Improving self service and independence.  More people influencing decisions	<ul style="list-style-type: none"> <li>• CS&amp; EM</li> <li>• PSI team</li> </ul>	Customer Feedback
4.4	Investigate the use of digital TV	February 2009  Feasibility report April 2009	To provide a service access point in everyone's home.	<ul style="list-style-type: none"> <li>• PSI team</li> <li>• CS&amp;EM</li> </ul>	Customer Access review and customer feedback
4.5	Promote take up of existing access methods such as direct debit or standing orders. Target office payers.	May 2008  Annual campaign	Improved value for money for all customers  Improved self reliance	<ul style="list-style-type: none"> <li>• Housing Income Manager</li> </ul>	Rents surveys, Rotherham Show and customer forums

**Aim 5 Provide value for money services informed by effective engagement and learning from customers.**

Ref	Action	Target / Date	Outcome	Lead officer	Progress and monitoring
5.1	Review neighbourhood offices to ensure they are the most effective and efficient way of providing the service.	Completed by September 2008	More responsive and cost effective service for customers. Improve access to more services for customers. Consider the Agile working Impact for staff and customers Increase independence and self service for customers.	<ul style="list-style-type: none"> <li>• A Dir - Nhood Mgt</li> <li>• AD - Invest</li> </ul>	Customer Satisfaction surveys Borough Wide Forums Consultation with partners and customers.
5.2	Expand tenant inspections to test service and access and delivery	Produce a programme for 2008/9 and 2009/10 by May 2008.	More responsive and increase quality service delivery.	<ul style="list-style-type: none"> <li>• PSI team</li> </ul>	Customer Inspection Group RotherFed Customer Satisfaction Surveys
5.3	Invest in mobile technology to provide visiting staff with on site access to systems and information, this includes hand held technology.	Feasibility report by August 2009.	Allowing Choice to staff and Customers Value for Money Assessment Consider as part of the Agile working Strategy	<ul style="list-style-type: none"> <li>• A Dir - Invest</li> </ul>	Feedback from Customers and staff to be monitored as part of one to ones and Customer Inspection services
5.4	Review annual Consultation to ensure it covers satisfaction with service access and quality/choice.	Review by June 2008 Report October 2008	Improved learning from customers Improve the co-ordination of consultation Increase the number of customers feeling they can influence decisions	<ul style="list-style-type: none"> <li>• PSI team</li> <li>• CS&amp;EM</li> </ul>	Monitor using the Consultation & toolkit.

**Aim 5 Provide value for money services informed by effective engagement and learning from customers.**

<b>Ref</b>	<b>Action</b>	<b>Target / Date</b>	<b>Outcome</b>	<b>Lead officer</b>	<b>Progress and monitoring</b>
5.5	Develop a database to log all research, engagement and consultation with customers.	To consider the RMBC model as well as benchmarking with other service providers and adapt for 2010 Rotherham Ltd needs	Ensure equal access to influence  Ensures fit for purpose engagement	<ul style="list-style-type: none"> <li>• Manager</li> <li>• CS&amp;EM</li> <li>• A Dir</li> <li>• Service Quality Officer</li> </ul>	Monitor using the Consultation & toolkit
5.6	Resource a fundamental review into both office and depot accommodation	Commence May 2008	Provide satisfactory office and work accommodation for staff	<ul style="list-style-type: none"> <li>• A Dir - N Mgt</li> <li>• A Dir - Invest</li> </ul>	Review report
5.7	All major actions within this strategy and the accommodation plan will be subject to equality impact assessments.	Review of this action June 2008.	Ensure the strategy complies with the requirements of the equality impact assessments	All managers	Review June 2008

## 8.0 Glossary

ALMO	Arms length Management Organisation
BT	British Telecom
CSCs	Customer Service Centres
DDA	Disability Discrimination Act
ICT	Information and Communication Technology
PDA	Personal digital assistance/Handheld computer
SMS	Short message service/texting
KLOE	Key Lines of Enquiry
RBT	Rotherham Brought Together
RMBC	Rotherham Borough Metropolitan Council
VFM	Value for Money



**The Access and Customer Care Strategy** sets out the vision and direction for future delivery of customer access and services across 2010. If you would like to speak to someone about it in another language please take it into your local housing office and we will arrange an interpreter for you.

دی ایکسیس اینڈ کسٹومر کیئر سٹریٹیجی - **The Access and Customer Care Strategy** میں مستقبل میں 2010 کے تمام شعبوں میں گاہکوں/ صارفین کی سروسوں تک رسائی اور سروسوں کی فراہمی کے تصور اور سمت کے متعلق بتایا گیا ہے۔ اگر آپ اس کے متعلق کسی کے ساتھ کسی دوسری زبان میں بات کرنا چاہتے ہیں تو اس کو اپنے محکمہ مکانات کے دفتر (ہاؤسنگ آفس) میں لے اور ہم آپ کے لئے ایک ترجمان کا انتظام کر دیں گے۔

**Stratégia prístupnosti a starostlivosti o zákazníka** poukazuje na smer a víziu doručovania služieb klientom 2010. Ak by ste mali záujem sa o tom porozprávať s niekým v inom jazyku, prosím prineste to do Vášho miestneho domového úradu.

توضیح إستراتيجية الوصول و رعاية الزبون **The Access and Customer Care Strategy** الرؤية والإتجاه المستقبلي لوصول الزبون و تقديم الخدمات عبر 2010. إذا ترغب بالتحدث إلى شخص ما حول الإستراتيجية بلغة أخرى ، فضلاً خذها إلى مكتبك السكني المحلي، و سنرتب لك مترجم.

**住戶權利及關顧政策公佈** 2010有限公司日後為住戶提供有關使用權利和各項服務的理念和方向。凡有意採用其他語言方式查詢有關詳情者，請親臨當地的區域房屋辦事處通知，我們將會安排傳譯員向你解釋。

استراتژی قابل دسترس و مراقبت از مشتری - **The Access and Customer Care Strategy** بیانگر دیدگاهها و جهت دید طرحهای آینده است و همچنین دسترسی به امور سرویسی مشتریان را در شرکت 2010 نشان میدهد. اگر شما دوست دارید با شخصی در این زمینه به زبان مختلف دیگری صحبت کنید می توانید آن را به نزدیکترین اداره محلی هوزینگ ناحیه خود ارائه نماید تا ما بتوانیم برای شما یک مترجم فراهم کنیم.

**La Stratégie d'Accès et des Services Clientèles** expose la vision et la direction pour la distribution avenir des accès et des services clientèles dans tous les départements de 2010. Si vous désirez en parler à quelqu'un dans une autre langue veuillez l'apporter à votre bureau local de représentation de maison et nous arrangerons pour vous un interprète.

If you would like to speak to someone about this document or receive it in large print or Braille please contact Sneh Soni on 01709 822200