



# Delivering Excellent Customer Service

aim  
values  
vision  
commitment

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# Aim, Values, Vision, Commitment

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The aim of this document is to develop a one council approach to customer service, which will contribute to the overall, strategic aim of 'Bringing the Council closer to the Community', supported by the new corporate aim of 'Modernising the Council to deliver efficiencies and improve services for our customers' with consideration taken for the corporate values:

Pride  
Unity  
Respect  
Integrity

Our vision is to deliver excellent customer service. In doing this we commit to.....

- take responsibility for every customer
- be polite, professional and always try to help the customer
- listen so we can better understand the customer's needs
- get things right first time
- explain what will happen next and when
- provide accurate information
- keep the customer informed
- communicate with the customer in their preferred language / method
- welcome customer feedback and tell them how it has made a difference
- treat the customer fairly and with respect
- make it easy to access our services

Achieving excellent customer service should be an important expectation, even in times where resources become constrained.

# Telephone

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When the customer	You will:-	By:-
Phones	Answer the call even if it isn't yours - desk and work mobile phone	<ul style="list-style-type: none"><li>● greeting the caller bilingually in a polite and courteous manner</li><li>● announcing the section / organisation and your individual name</li></ul>
	Take ownership	<ul style="list-style-type: none"><li>● only transferring the call to another colleague / service if you are sure who to transfer it to</li><li>● asking permission from the caller before you put them on hold</li><li>● announcing transfer calls to other staff members providing the customer's name and brief details of the enquiry</li><li>● arranging a customer callback if the required staff member is not available</li><li>● using the most appropriate language to suit their needs e.g. Welsh, English, interpreter etc.</li></ul>
	When using Voicemail	<ul style="list-style-type: none"><li>● record an up to date bilingual greeting</li><li>● announce the section / organisation and your individual name</li><li>● acknowledge a message by the end of the following working day or on return to the office</li><li>● confirm when a call back will be made if not the following day</li></ul>
Texts	Respond	<ul style="list-style-type: none"><li>● acknowledging the text thanking them for their enquiry</li><li>● sending a return text within 24 hrs confirming who their enquiry will be dealt with and when</li></ul>

When the customer:	You will:-	By:-
E-mails you	Take ownership	<ul style="list-style-type: none"> <li>● responding with an automated bilingual signature confirming your:               <ul style="list-style-type: none"> <li>Name</li> <li>Job title and service</li> <li>Telephone number</li> <li>Denbighshire website address</li> </ul> </li> <li>● activating an 'out of office' bilingual message when not in the office, letting customers know when you will be back and giving an alternative contact person / department name if the matter is urgent</li> </ul>
E-mails a department	Acknowledge it	● making sure an automated / manual bilingual message, is sent to the customer within 24 hours
	Take responsibility	● sending a response within 10 working days
Writes in	Take ownership	<ul style="list-style-type: none"> <li>● using the corporate template for letters</li> <li>● writing back within 10 working days with a bilingual signature confirming your:-               <ul style="list-style-type: none"> <li>Name</li> <li>Job title and service</li> <li>Telephone number</li> <li>E-mail address</li> <li>Denbighshire website address</li> </ul> </li> </ul>
Faxes	Take responsibility	● faxing back within 10 working days using the corporate template for faxes

# Face to Face

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When the customer:	You will:-	By:-
Visits	Welcome the visitor	<ul style="list-style-type: none"><li>●greeting them in a friendly and helpful way giving your name</li><li>●letting them know how long they may have to wait</li><li>●making sure the reception area is accessible, clean and tidy</li><li>●clearly displaying information about key services and how to contact them</li><li>●having information about how to access different languages including access to interpreters</li><li>●making sure a confidential area is available if the customer wants to discuss personal information</li></ul>
Has an appointment with us	Take responsibility	<ul style="list-style-type: none"><li>●seeing them within 5 minutes of their appointment time or let them know how long you will be</li><li>●offering a confidential area for your meeting</li><li>●being polite, courteous and efficient</li><li>●apologise in advance and offering an alternative date and time if you are unable to make an appointment</li><li>●letting them know what will happen next and when</li></ul>
Requests for us to visit	Visit the customer	<ul style="list-style-type: none"><li>●making an appointment in advance wherever possible</li><li>●identifying yourself with a name badge or warrant card and explain who we are and why we are visiting</li><li>●being polite, courteous and efficient</li><li>●arriving within 5 minutes of the agreed appointment or let the customer know if you are going to be late, why and when you will arrive</li></ul>
	Take ownership	<ul style="list-style-type: none"><li>●letting them know what will happen next and when</li></ul>
Receives an unannounced visit	Visit the customer	<ul style="list-style-type: none"><li>●identifying yourself with a name badge or warrant card and explain who we are and why we are visiting</li><li>●being polite, courteous and efficient</li></ul>
	Take ownership	<ul style="list-style-type: none"><li>●letting them know what will happen next and when</li></ul>

When the customer:	You will:-	By:-
Visits our website	Provide information	<ul style="list-style-type: none"> <li>● making it clear, easy and quick to find</li> <li>● using the most appropriate language to suit the customer's needs e.g. bilingually, large print</li> <li>● publishing contact methods suitable to customer needs including minicom and social media and online payments</li> <li>● publishing both Welsh and English content at the same time, except where these are produced by another organisation and the document is unavailable in both languages</li> </ul>
	Deal with webforms	<ul style="list-style-type: none"> <li>● acknowledging them within 24 hours</li> <li>● sending a response within 10 working days</li> </ul>
	Inform them of changes	<ul style="list-style-type: none"> <li>● publishing up to date information within 2 working days of the change taking place</li> <li>● publishing emergency information as soon as possible.</li> </ul>
Uses Social Media	Respond	<ul style="list-style-type: none"> <li>● publishing information within 1 working day to the event / enquiry</li> </ul>

In emergency situations, where people's health, safety and/or welfare are at risk, urgent communications may be published in English only. Where this happens, the Welsh version will be published as soon as is reasonably practicable.

# Compliments / Complaints / Feedback

When the customer:	You will:-	By:-
Compliments us	Record the details	● forwarding the details to your service complaints officer for them to input onto the system
Offers feedback	Record the details	● forwarding the details to your service complaints officer for them to input onto the system
	Consider the suggestion	● giving serious consideration to how it could be implemented and informing the customer of the outcome
Complains	Record the details	● forwarding the details to your service complaints officer for them to input onto the system
	Deal with the complaint	● by investigating and recording the outcome
	Update the customer	● making contact within 10 working days

## Officers' Responsibilities when Engaging with customers

When the customer:	You will:-	By:-
Is affected by an issue or change	Encourage and enable everyone to be involved	● including the people affected in opportunities to engage as an individual or as part of a group or community, with their views both respected and valued

For further guidance please see Denbighshire's Engagement Strategy and the Lets Keep Talking toolkit (intranet under Services\Business Planning and Performance\Community Engagement)

# Councillors' Roles & Responsibilities

When the customer	You will:-	By:-
is the Community	Represent them	<ul style="list-style-type: none"> <li>● Bringing their views into the Council for consideration when decisions are made</li> <li>● Making sure all views are dealt with individually and explanations given as answers</li> <li>● Discussing concerns or issues on their behalf</li> <li>● Making sure information is given as explanations for decisions made in solutions to concerns / issues</li> </ul>
is member(s) of the public		
is the Council		<ul style="list-style-type: none"> <li>● Logging enquiries on the Customer Relationship Management system (CRM) through the call centre or by e-mail so that the customer's enquiry is recorded</li> </ul>
is the Member Area Group		<ul style="list-style-type: none"> <li>● Presenting all their views in order to make a balanced decision, which benefits the whole community</li> <li>● Offering an explanation as to why some views were accepted / rejected, with reasons</li> <li>● Attending outside bodies / dealing with issues as part of work with other organisations</li> <li>● Reporting back about discussions / decisions that may affect how they live / work</li> </ul>
	Liaise with them	<ul style="list-style-type: none"> <li>● Telling staff what communities need so that they are understood and supported</li> </ul>

# Councillors' Roles & Responsibilities

When the customer:	You will:-	By:-
is the Community	Make decisions	<ul style="list-style-type: none"> <li>● considering what is the best outcome / option for the Council policy and communities</li> </ul>
is member(s) of the public	Commit to the Councils values	<ul style="list-style-type: none"> <li>● demonstrating Pride, Integrity, Respect and Unity in all your work</li> </ul>
is the Council	Communicate	<ul style="list-style-type: none"> <li>● advising all about strategies, policies, services and procedures</li> </ul>
is the Member Area Group	Be involved	<ul style="list-style-type: none"> <li>● attending all relevant meetings on time and offering apologies if unable to attend</li> <li>● carrying out work electronically using your ipad wherever possible</li> <li>● attending all mandatory training on time and offering apologies if unable to attend</li> <li>● explaining and taking responsibility for your performance in your annual appraisal and committing to improve continuously</li> </ul>
	Participate	<ul style="list-style-type: none"> <li>● receiving or referring items for discussion, review or comment</li> <li>● monitoring the effect of the corporate priorities at local level</li> <li>● influencing the corporate, financial and business planning processes of the Council</li> <li>● informing the development of the 'Big Plan' and monitor its Action Plan</li> <li>● reviewing service provision in the area</li> <li>● using local data to plan improvements within the community</li> <li>● agreeing road improvement priorities and community capital funding and where appropriate agree the distribution of community capital funding</li> <li>● monitoring the implementation of the Town Plans and their links to the wider area</li> <li>● acting as a consultative group and where appropriate nominate representatives</li> <li>● considering how assets can be used within an area to best effect, when appropriate</li> </ul>

# Officer Communication With Councillors

When the customer: You will:-		By:-
Is the Councillor	Inform them of -	
	...any local initiatives	● sending information to local Councillors in advance
	...events affecting residents	● consulting with Councillors about the effects of the initiatives/event/planned works
	...planned works in their area	● agreeing how best to undertake and minimise effects on residents and the community
	Keep them informed of what is happening	● providing regular updates, explaining who is responsible, what is happening, when, why and how ● responding to Councillor enquiries as soon as possible, answering any questions clearly ● informing Councillors in advance when there are changes to the plans ● informing of any possible delays, explaining why and offering a new completion date
	Advise	● contacting the Councillor to explain what has happened and when the work was completed ● communicating with the Councillor when work is completed in their preferred method e.g. e-mail, phone, letter, visit

Work undertaken by us (the Council) which is visible to members of the public, and may have an effect on them and/or their daily lives should be included in the Member's Events Calendar.

# City, Town & Community Councils

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When the customer is:-	You will:-	By:-
the Community	Respond and be involved	<ul style="list-style-type: none"><li>● in all relevant meetings by suggesting agenda items and attending liaison, cluster meetings and improvement working groups convened by DCC to address service enquiries / complaints</li><li>● making efficient and effective use of IT and electronic communication methods by logging enquiries on the Customer Relationship Management system (CRM)</li><li>● providing relevant county councillor(s) with copies of the Agendas, Minutes and papers of its meetings on request</li></ul>
a member(s) of the public		
the Council		
the Councillor		

For further guidance please see Denbighshire's 'Town and Community Council Charter' (intranet under Services\Business Planning and Performance\Community Engagement)

## Equalities

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### Providing Equal Access

We will ensure that everyone has access to our information and services and we will not discriminate on the grounds of age, disability, gender, race, religion or belief or sexual orientation.(Corporate Equalities Scheme)

The information above outlines how every staff member and Councillor should behave when dealing with customers. The standards are designed to ensure that every customer receives the best customer service possible, delivered in a fair and consistent manner, whichever officer / department / service they use.

The document is designed for managers to use as a standard framework when monitoring and evaluating staff behaviours in terms of 'customer service' and can be used to identify good customer service delivery when evaluating the Customer Focus competency as part of annual appraisals.

Managers should use the document as a toolkit to ensure their staff and services meet the expectations set out in the corporate aims.

Customer Services will provide support for managers in ensuring the standards are met consistently, and will on occasion undertake random monitoring to evaluate the services performance against the standard.

This document should be used in conjunction with the competency framework which looks at a wider set of "standards" of behaviour or performance that we expect all employees of Denbighshire County Council to display when working for the council.

## Standards Evaluation