

Dumfries and Galloway Council

Customer Strategy

2015 – 2018

Introduction

Dumfries and Galloway Council is an essential point of contact for people living, working and visiting our region that require access to, or the delivery of, public services.

Developing technologies now provide significant new opportunities for customers to access services provided by organisations like our Council. Whilst some customers continue to utilise traditional channels for interaction such as face-to-face and telephony there is now a requirement for our Council to consider not only the new opportunities presented by developing technologies but also the expectations of customers in the 'digital age'.

Dumfries and Galloway Council places its residents at the heart of service improvement and this strategy is integral for our Council to achieve its four key priorities, to: Build the local economy, Provide the best start in life for all our children, Protect our most vulnerable people and Be an inclusive Council, therefore this strategy must be firmly embedded in Business Plans across all services.

Historically, customer contact has been shaped in part by our organisation's style, culture and structure. Our Council is committed to re-focussing customer contact to provide better value for money, providing more accessible and flexible services re-designed with the customer's needs in mind and this strategy sets out how we plan to achieve this.

Our vision

Our staff will adopt the ethos of 'do it once and do it well' and in doing so residents and visitors of Dumfries and Galloway will receive high quality, responsive, timely and efficient interactions with our Council which are seamless. Interactions will meet customer needs and expectations at the first point of contact and Dumfries and Galloway Council will be recognised for its excellence in customer contact.

Our Promises

- You will be able to reach us easily
- You will know what to expect
- You will be able to tell us how we are doing

What this means for You

- We will provide convenient ways for you to contact us
- We will deliver consistent customer services
- We will be responsive to your feedback

How we will do this

- We will develop a variety of ways for you to contact us through our Channel Access Plan
- We will detail what you can expect from us through our new Customer Charter and Standards
- We will use your comments to continuously improve what we do through our Communication and Engagement Plan

Outcomes

The Outcomes of this Strategy are:

- The customer journey will be managed effectively and efficiently, and will support the principles of the Channel Access Plan.
- Services will be more accessible to customers, with appropriate opening times for face-to-face interaction, development of services accessed over the telephone and the expansion of 24 hour online resources.
- 95% of premises across Dumfries and Galloway are able to access the improved fibre broadband by 2017 and our Council will work with those communities who may be in the remaining 5% and Community Broadband Scotland, to support and enable access to broadband that is faster and more reliable.
- Our staff will have the equipment, software and skills to be able to deliver the principles of our Customer Charter and Standards.
- Our Customers will be able to be at the heart of our decision-making processes through our Communication and Engagement Plan.

Further information

For further advice and guidance on the Customer Strategy please::

- Contact us via the website
- Email contact@dumgal.gov.uk
- Telephone 030 33 33 3000
- Visit a Customer Service Centre
- Write to us at Council HQ, English Street, Dumfries, DG1 2DD
- Like Dumfries and Galloway Council on Facebook
- Follow @dgcouncil on Twitter

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