

Level

Tier

Scope

Customer

District, Unitary, County

Customer Services



Customer Focus

Characteristic(s) / CSF(s):
Managing Expenditure

Problem and Approach

- Sevenoaks District Council is an award-winning council with a secure financial footing. Despite having satisfied customers and no imperative need to change, the council was intrigued to find out whether there were any ways it could enhance customer experience.
- An area that was found for improvement was customer insight metrics. It was looking at volumes and activity and what it needed to do when a customer request came in, but not at why customers actually made contact and what mattered to customers.
- Sevenoaks realises benefits can be gained from changing approach. By reducing avoidable contact, its staff will also have more time to help those who most need assistance and focus their time on more value-adding activities.

Outcomes

- Sevenoaks was shown how its customer experience could be improved
- The organisation is looking at failure demand after analysis found this was a potential area for improvement
- A series of service reviews have been identified, with Planning going first
- As a result of process and activity analysis, engagement with Developers, Solicitors and Agents a new structure for planning has been created, as well as a Customer Solutions hub, dealing with all first line planning enquiries.

<https://www.iese.org.uk/sevenoaks-district-council>



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