

Complaints activities undertaken to develop the Customer Feedback policy

Action	Summary
Research undertaken	<p>Research/benchmarking of other local authorities and Housing Associations complaints and feedback models has been undertaken.</p> <p>Fully considered the requirements of both the Housing Ombudsman and Local Government & Social Care Ombudsman as part of the development of the new policy, process, and staff guidance.</p>
Customer Consultation Exercises	<p>Two separate customer consultation exercises have been undertaken.</p> <p>The initial consultation invited customers to share their views on what is important to them when making a complaint.</p> <p>The second consultation was with customers who have had cause to submit a complaint to the Council, to understand their experience of the process and how their complaint was handled.</p> <p>The feedback from both consultations has been used to shape and influence the new policy.</p>
Officer focus group	<p>Officers from across the organisation took part in a focus group to discuss the existing process and identify improvements.</p>
Process Mapping Exercise	<p>A mapping exercise has been undertaken to understand the current 'as is' internal process across all channels</p>
Customer Journey Mapping	<p>Several real end to end customer complaint journey reviews have been undertaken to understand our customers experience when making a complaint, from the initial contact through to the final response.</p> <p>This exercise identified improvement opportunities which have been incorporated into the new policy.</p>
Website and Intranet review	<p>Identified and reviewed all internal and external complaints guidance and comment, compliment, and complaints forms.</p> <p>A "feedback information hub" will be made available to officers via the Intranet to provide easy access to the feedback policy and guidance.</p>

Letter review/development	A review of response letters has been undertaken. This has resulted in the development of a suite of standardised letters, which are aligned to the Housing Ombudsman and Local Government and Social Care Ombudsman guidelines.
Officer guidance and E Learning	Developed effective complaint handling guidance and training to enable officers to effectively handle and respond to feedback.
Officer training	<p>Three separate effective complaints handling workshops have been facilitated by the Local Government & Social Care Ombudsman, to further develop and enhance complaint handling skills and the value of learning from complaints to shape services and improve our customer experience.</p> <p>Two further workshops will take place in October.</p>
Customer Experience Survey	To gain continual feedback, a feedback experience survey has been developed. It is proposed that this will form part of the feedback policy and will be used as a transactional survey, to enable customers to provide feedback on their experience of the process, once the outcome of their complaint has been finalised.