

Transforming Customer Services

Successful Partnership Working
The Kettering Borough Council Approach

Marion Goodman, Customer Services Manager

The Kettering Approach...



The Kettering Approach resulted in:

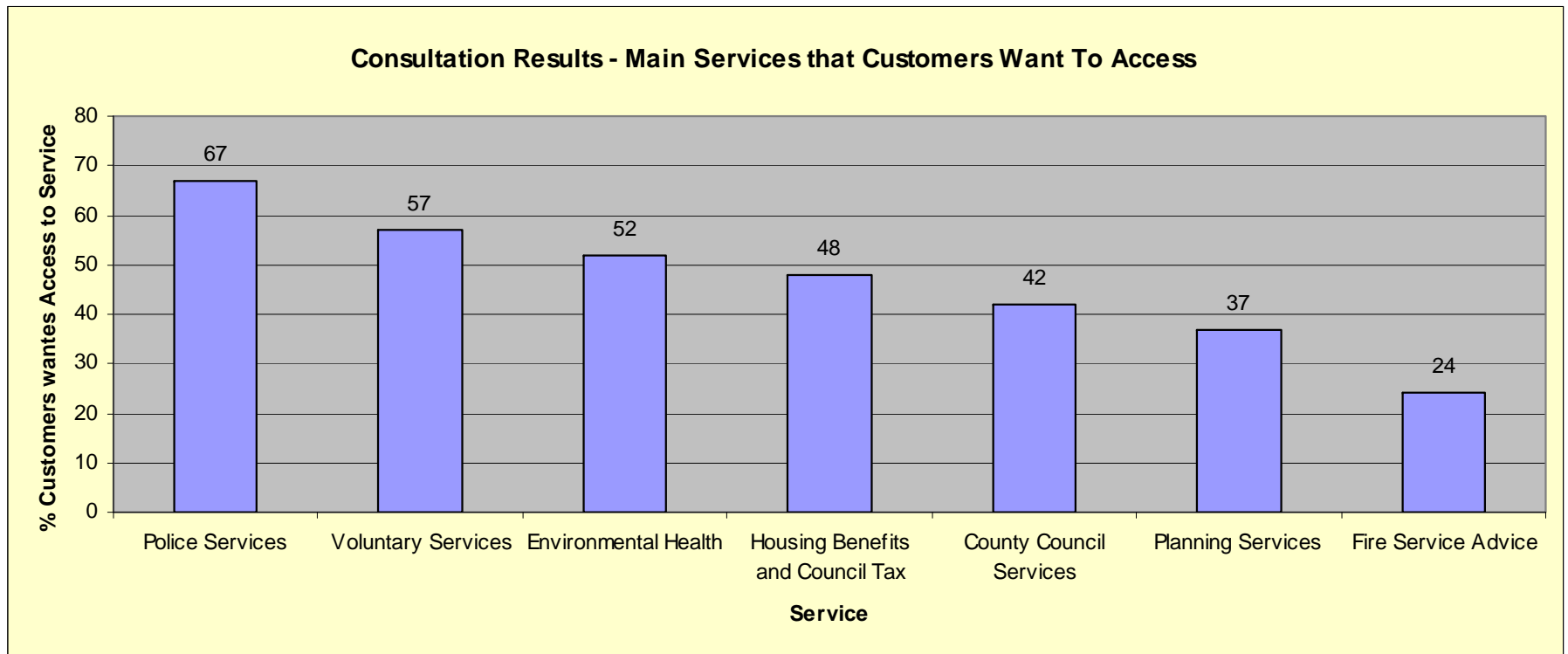
- ➔ Seamless integration of Partner services
- ➔ Significant ROI
- ➔ Increased customer satisfaction
- ➔ Increased staff satisfaction

What Approach Did We Take?

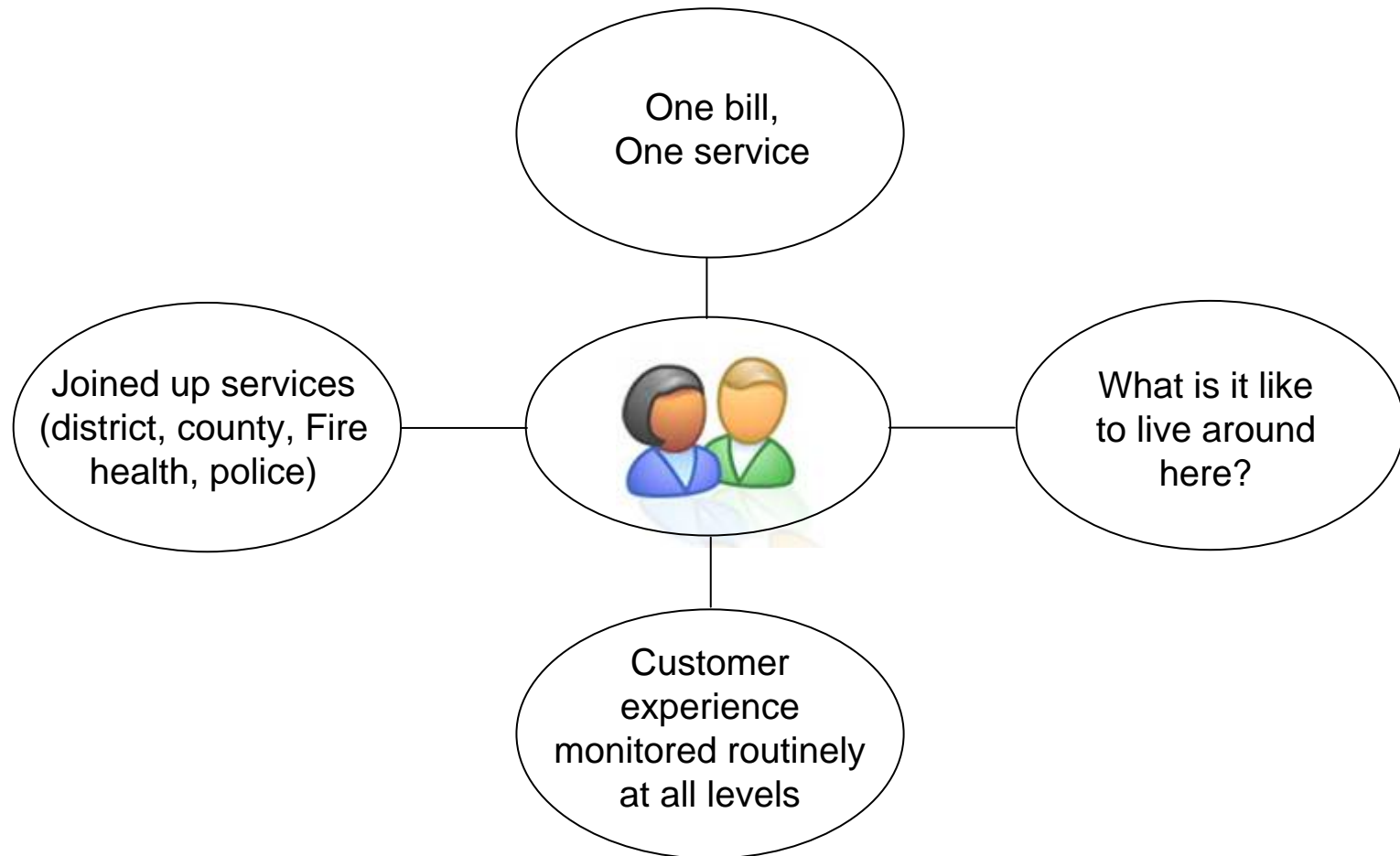
- Identified our customer needs
- Identify potential solutions to customer needs
- Implemented those solutions
- Involved Partners to make it possible
- Reviewed the outcomes of what we had done

Consultation Exercise Carried out with members of the public:

'What Services would you like to access at Customer Service Centres?'



Our approach – customer at the centre



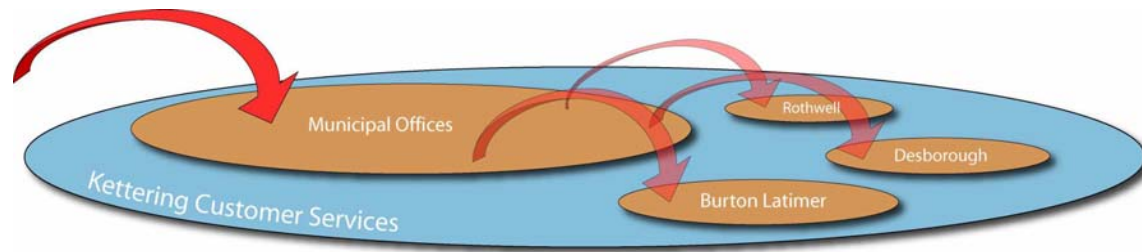
Challenges

- ➔ Ensuring that this new delivery model realised real customer benefits
- ➔ Delivering measurable savings for all partners
- ➔ Dealing with different cultures within organisations
- ➔ Staff having to acquire the skills and knowledge across a range of different organisations
- ➔ Introducing leading edge technology that would provide staff with fast, secure and reliable access to services from different organisations remotely
- ➔ Not everyone in all agencies wants to change

Solutions

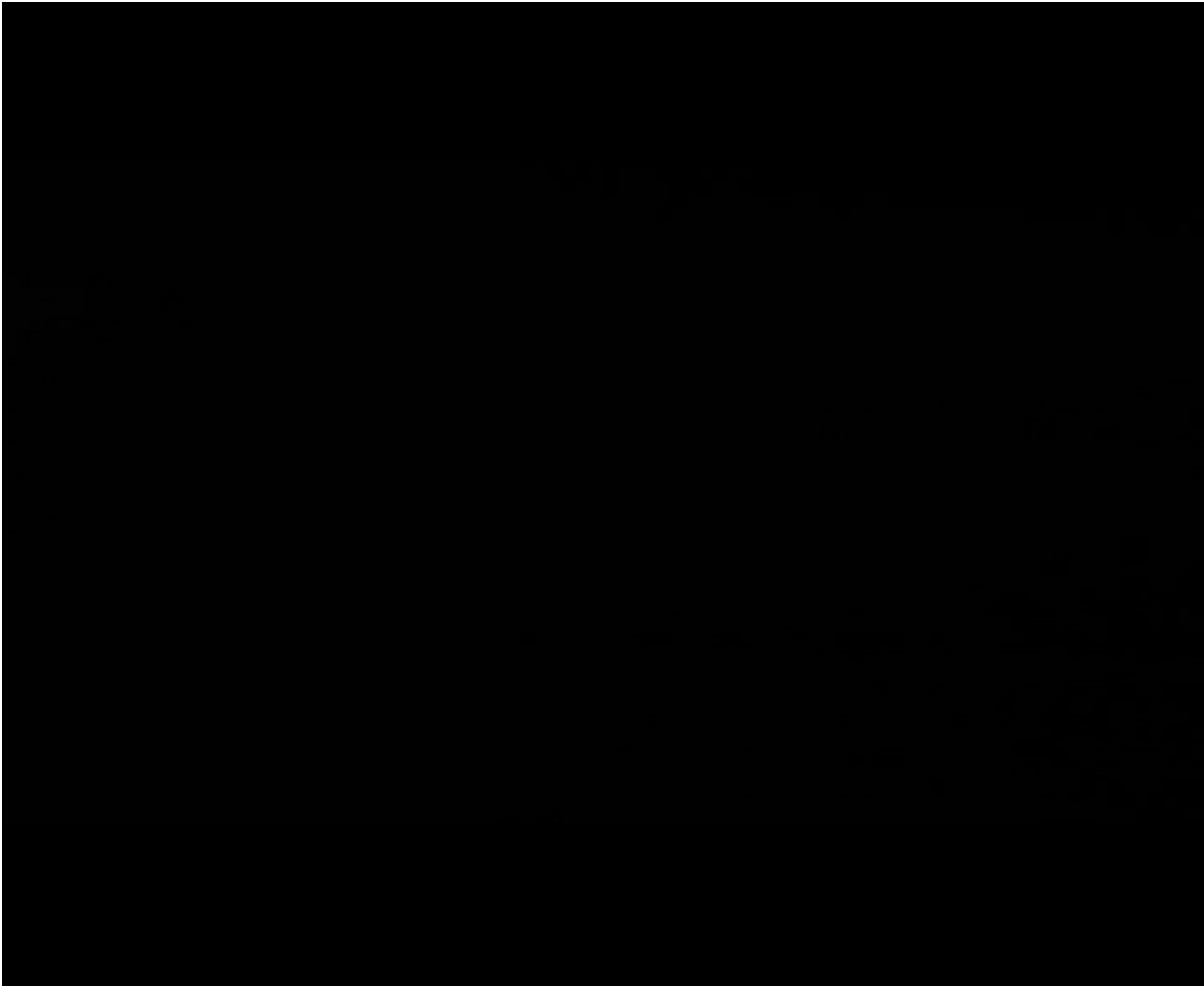
- ➔ Talking to providers/partners
- ➔ Consultation
- ➔ Review of current services
- ➔ Integrated Technology
- ➔ Recycling/Re-investing

Technology



Implementation

- ➔ Clear Project Management Roles (all partners involved)
- ➔ Our in house cashiering service was closed
- ➔ Training involved all partners and all staff
- ➔ We made a significant return on investment
- ➔ We achieved high levels of Customer Satisfaction



The Kettering Approach



Summary

- ➔ Staff – motivated, enthusiastic customer focused
- ➔ Involve customers – Become Obsessed about customers
- ➔ Communication and motivation and anyone can do it ...
- ➔ Determination and vision

That was the Kettering approach

Marion Goodman, Customer Services Manager

Kettering
Borough Council