



Customer service on the frontline

Paul O'Brien
Chief Executive, APSE

www.apse.org.uk

Outline



- Key quotes
- Theory
- Social & political drivers
- Case studies
- Northern Ireland context
- Conclusions

www.apse.org.uk



Key quotes

- “When you have faults, do not fear to abandon them.” Confucius
- “The best way to predict the future is to invent it.” Sony
- “Respond to unreasonable customer requests.” Packard

www.apse.org.uk



Customer service

- S - solutions
 - E - empowerment
 - R - reach
 - V - value added
 - I - intimacy
 - C - creativity and intuition
 - E - empathy
- Holden

www.apse.org.uk



2015

Society

- Longevity
- Diversity – varied households
- Consumerism

Environment

- Extreme weather
- Housing shortages
- Public awareness

www.apse.org.uk

Technology & Politics

- Access
- On demand 24/7
- Lower taxes / higher quality

Economy

- Manufacturing v service
- Knowledge economy
- Polarisation – wealth / exclusion
- Regional variations




Policy on public services


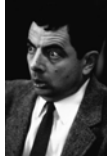
- Traditional model
- Markets, competition and choice
- Best Value
- Public Value, competitiveness and personalisation
- Place shaper

www.apse.org.uk

Image problem



- Political Leaders with the social skills of Homer Simpson!
- Serviced by bureaucrats with the intellect and personality of Mr Bean!


www.apse.org.uk


LETS PLAY.....








www.apse.org.uk





Who said the customer is always right?


50:50









Who said the customer is always right?



50:50











Who completely rewrote his musical 'aspects of love', following criticism from a private audience?

50:50










Who completely rewrote his musical 'aspects of love', following criticism from a private audience?

50:50








Because nothing's wrong doesn't mean everything is right?


50:50  

Because nothing's wrong doesn't mean everything is right?

50:50  


Governance and empowerment




- Best Value – Duty to consult
- Local Government & Public Involvement in Health Act 2007 (Part 7, Section 138) – new duty to involve local people.
- Statutory guidance from Welsh Assembly Government on developing community strategies.
- Local Government in Scotland Act 2003 – Community Planning aims “making sure people and communities are genuinely engaged in the decisions made on public services that affect them...”

www.apse.org.uk

Preparing Community Strategies - Wales




“Citizens first – It requires Local Service Board's to evidence, through engagement and research, the citizens experiences of services, and take the lead in solving problems and removing barriers to delivery across sectors. This means joining up systems, behind the scenes, for the citizen, not expecting the citizen to do the hard work of joining up for themselves.”



www.apse.org.uk


Citizen engagement



- Elected member
- Strategic apex
- Workforce energy
- Not just consultation
- Involvement
- MBWA

www.apse.org.uk

Citizen Focus



- Design
- Access
- Location
- Complaints
- Joined up delivery

www.apse.org.uk

Citizen satisfaction



- Measurement
- Performance management
- Not national but local
- Surveys
- Silent majority

www.apse.org.uk

Case Studies



- SLC - Housing repairs
- Preston – Internet kiosks
- Eastleigh – AWC
- Gateshead – Neighbourhood portfolios
- Glasgow – Breakfast clubs
- Kirklees – Sports development

www.apse.org.uk

Northern Ireland



- Paralysis by analysis
- Reorganisation still inevitable
- Improvement journey on-going
- A chance to reinvent public services?

www.apse.org.uk

Designing services in new Northern Ireland Authorities



- Structuring from customer back
- Location
- Communication channels
- Decentralisation strategies
- One stop shops
- Empowering workforce
- Customer care training
- Complaints procedures

www.apse.org.uk

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1				G ₂											
2				O ₁									N ₁		
3	S ₁	E ₁	R ₁	V ₁	I ₁	C ₁	E ₁	D ₂	E ₁	L ₁	I ₁	V ₁	E ₁	R ₁	Y ₁
4				E ₁									I ₁		
5				R ₁									G ₂		
6				N ₁										H ₁	
7				A ₁										B ₂	
8				N ₁				*						O ₁	
9				C ₁										U ₁	
10				E ₁										R ₁	
11														H ₁	
12														O ₁	
13														O ₁	
14														D ₁	
15														S ₁	

Conclusion



- Society is more demanding
- Citizen designed services
- Ongoing engagement
- Communication and education
- Image overhaul
- Public value

www.apse.org.uk



Contact details

Paul O'Brien, Chief Executive

Email: po'brien@apse.org.uk



Association for Public Service Excellence
2nd floor Washbrook House, Lancasterian Office Centre, Talbot
Road, Old Trafford, Manchester M32 0FP
telephone: 0161 772 1810
fax: 0161 772 1811
web: www.apse.org.uk