

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



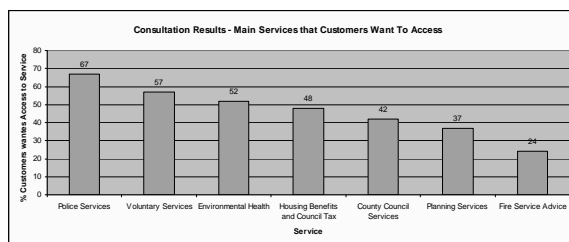
What Approach Did We Take?

- ➔ 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

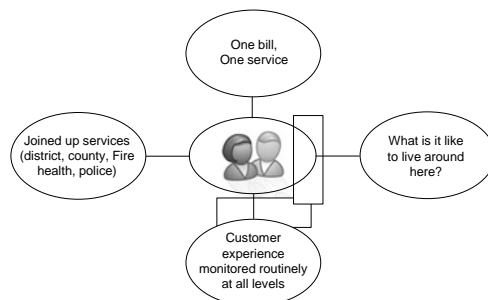


Consultation Exercise Carried out with members of the public:

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



Our approach – customer at the centre



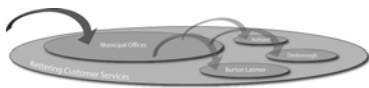
Challenges

- 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

Kettering
Borough Council

That was the Kettering approach

Marion Goodman, Customer Services Manager

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