

Customer Services Presentation

By
Bola Odunsi

Head of Barking & Dagenham
Direct



Overview

- Achievements to Date
- How we did this
- Plans & Targets for the future

Achievements

- Best Value Customer Satisfaction survey for Benefits Customers shows significant Improvement
- 78% said that they were “satisfied” with the overall benefits service, up from 73% (in 2003)
- 78% were satisfied with their visits and said the Dagenham office was easy to get to.
- 91% thought that the office was clean and tidy



Achievements (2)

- 84% described staff as “friendly”
- 82% agreed with the statement “staff treated me with respect”.
- 69% “satisfied” or “very satisfied” with the speed of the service.

Further Progress

- Since the Survey
 - More Claims paid within 7 days
 - Drop in no. of appeals made & appeals outstanding
- Increase in use of self service
 - Increased use of our automated payment line
 - More staff available to deal with Customer queries
 - Telephone answering satisfaction improved.
- Integration of Pupil & Student Services into Revenues & Benefits

Further Progress (2)

- New IT system means speedier processing
- Rents Customers contacted by phone or text as soon as they get into arrears
- Increase in numbers of visits made to Customers in arrears
- Floor Walker Role at 90 Stour Road expanded



INVESTOR IN PEOPLE

The London Borough of
Barking & Dagenham

www.barking-dagenham.gov.uk

Pupil & Student Services

- Joined Revs & Bens in February 2007
 - Long queues at peak periods in Barking Town Hall & no contingency for peak periods
 - Evening Service provided but without support
- Service Improvements include;
 - formalised structure
 - cross section working
 - reduction in complaints

Recognition & Validation

- Awards
 - In 2006 the Customer Services Team in Revenues and Benefits won LBBDD Team of the year award
 - In 2007 they have won Management Team of the year
 - Have become finalists in the IRRV Customer Services Award category, the winner will be announced in October

Next Steps

- Implement additional module for the Benefits system which will calculate PSS awards
- Design generic application form for both Benefits so Customers only have one form to complete and provide the evidence only once
- All staff trained to assess, and provide advice and guidance on both Benefits



INVESTOR IN PEOPLE

The London Borough of
Barking & Dagenham

www.barking-dagenham.gov.uk

In Summary

- Improved levels of Customer Satisfaction
- Better processing times and increase in access channels
- Services being joined up in line with “Done in One”
- Plans to Train up staff & Build on service integration to date