

## Customer Strategy– Impact on Communities Assessment (ICA) Action Plan Summary

	Who is the contact/lead officer for this action plan
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<b>Describe the Strategy:</b> What is the purpose of the strategy	
<p>The Customer Strategy sets the vision and priorities for action for the council and customer services for 2012 to 2015. It will be monitored, updated and reviewed again in 12 months as part of an ongoing development plan.</p> <p>The vision of the Customer Strategy is to <b>deliver the right services, cost-effectively, at the right time, in the right way</b> for the customer.</p> <p>“Customers” are anyone who comes into contact with us for any reason, anyone who lives, works, studies or plays in York and anyone who visits our City for business or pleasure.</p> <p>“Vision” to push our ambitions further for our customers to experience the very highest service standards in the 21<sup>st</sup> Century by delivering what they and our communities value.</p> <p>This particular ICA is about the vision. There will be <b>separate ICAs</b> developed for each priority area of the Strategy by the cross council delivery group.</p> <p>The customer strategy will focus on 5 key principles :</p> <ol style="list-style-type: none"> <li>1. We will improve the ways and choices of ways customers can access our services</li> <li>2. We will provide a service in a courteous, responsive and timely way.</li> <li>3. We are committed to working jointly with our customers and other providers of services.</li> </ol>	

## Annex D

4. We will continually assess the quality of our services to make sure they remain accessible, efficient and include everyone.
5. We will make it easier for our customers and communities to do things for themselves

Key Issues	Key Actions	By/ timescale
<p>We will continue to engage and consult customers and employees as the strategy progresses, and also use results from customer feedback and complaints; customer satisfaction survey results; Mystery Shopping exercises to identify positive and negative impacts for individuals from the communities of Identity.</p>	<p>Improved access to our services – opening hours review</p> <p>Phone number policy review</p> <p>Customer Services standards and behaviours review</p>	<p>Ongoing</p>
<p>All of the action plans that put the customer strategy vision and principles into practice will need to consider the equalities implications of the communities of interest (customers and employees).</p>	<p>Governance arrangements set up will oversee the ICAs are developed under each action plan</p>	<p>Ongoing</p>
<p>Need to ensure the customer strategy is accessible to read for all customers and employees</p>	<p>Develop easy read customer strategy document</p>	<p>September 2012</p>