

Chapter 9 - Customer Service

Introduction – Customer Service

1. As Jobcentre Customer Service Manager (JCSM), you are responsible for ensuring the jobcentre delivers high levels of service to individual claimants and employers. You do this by:

- delivering our Customer Service standards (link is external) in line with the DWP Charter working closely with the Contact Centre, Work Coach Team Leader and Benefit/Service Centre within your jobcentre patch;
- delivering services in line with the Standard Operating Model (SOM) (link is external) and the DWP single departmental plan: 2015 to 2020 (link is external);
- acting as the public face of Jobcentre Plus for dealing with external correspondence and complaints;
- setting and communicating quality standards;
- working effectively with your linked Work Coach Team Leader(s) and the work coach team in your office to ensure staff are equipped with sectorial and local labour market knowledge;
- regularly reviewing and monitoring delivery standards through observation, effective use of Quality Assurance Standards (QAS) and customer feedback;
- ensuring the jobcentre layout complies with the office layout and corporate branding standards;
- ensuring all customer complaints are actioned within agreed timescales, liaising with other parts of Jobcentre Plus as appropriate; and

Undertake a daily/weekly telephone call to the linked Benefit /Service Centre and/or Benefit/Service Centre Manager to discuss operational issues. Customer Feedback and Complaints

2. You are responsible for dealing with customer feedback. The Contact Jobcentre Plus (link is external) page on www.gov.uk (link is external) sets out the feedback process for customers. This page also contains information on how claimants should make a complaint if they are unhappy with the level of service they have received from us and includes a link to the leaflet - Our service standards (link is external).

Customer Information Display Standards

3. The Customer Information Display Standards provide guidance on how information and marketing materials should be placed in all offices within the Jobcentre Plus network. The guidance includes information on 'how' and 'why' we should display materials and is supported by extensive visual/photographic guidance, which shows how it is applied to the Jobcentre Plus office.

4. Our obligation as a business within a government department is to provide our claimants with information that is accurate, accessible and up to date. It is our duty to explain to our claimants their rights and responsibilities when they are looking for work or looking to claim benefits.

5. By using these standards, we support the Jobcentre Plus vision and ensure that our claimants and staff find the Jobcentre Plus network environment clean, modern, tidy, informative, professional and helpful.

6. There are a number of things you can do to ensure good practice:

- nominate a member of Service Delivery Support who will be responsible for:
 - managing the display of materials;
 - monitoring stock levels; and
 - ordering replacement stock; and
- liaising regularly with the District External Relations Team who can help ensure that jobcentres are complying with Customer Information Display Standards, and can assist and provide guidance to the Jobcentre Customer Service Manager.

7. There are checklists on the Claimant Information Display Standards Intranet site pages, which you should regularly complete to ensure standards are met.

8. Regular contact throughout the year with the District External Relations Team is essential to help maintain standards on an ongoing basis, for example to ensure only the current information products are being used.

Customer Experience QAF

9. The Customer Experience Quality Assurance Framework (QAF) is a framework for regularly reviewing the quality of customer service and identifying areas for improvement. The QAF will help you to ensure your team is delivering services that are effective, efficient and of a consistently high standard.

10. All managers will need to undertake Customer Experience QAF observations, which provide a structured framework specifically for the measurement of the standards of customer service provided. The QAF aims to be a useful tool for managers to monitor the delivery of customer service and enables Jobcentre Customer Service Managers to:

- record examples of customer service;
- note formal and informal customer feedback;
- observe face to face meetings and interviews with claimants ;
- identify strengths and areas for improvements;
- provide structured feedback to individuals; and
- enable appropriate support and learning opportunities to be offered.

11. A Customer Experience QAF observation must be undertaken once per quarter per team member.