



# Customer Care Standards and Corporate Behaviours

**‘Reputations take a long time to build but can be destroyed in an instant.’**

# Aim and Objectives

## Aim

- To constantly and consistently exceed the customer's expectations

## Objectives

- Understand what the Customer Care Standards are and how to apply them
- Understand who your customers are
- Understand your responsibilities to customers
- Understand your responsibilities as a representative of Wirral Council.



# What's Changed?

- Emphasis on resolution at initial point of contact
- Requirement for improved communication between departments and customer services
- New Customer Charter
- Customer expectation.

# Who are our Customers?

- Individuals who use the services
- Families/carers of individuals
- The people of Wirral
- Colleagues/Managers in your section
- Colleagues/Managers in other departments
- Local businesses
- Councillors
- MP's etc

**Which are internal/external customers?**

# Customer Care Standards and Corporate Behaviours

## Activity

In groups, **discuss** the following:

- **customer care standards** (1 or 2 groups)
- **corporate behaviours** (1 or 2 groups)

Now prepare a **5 minute brief**  
and deliver to the rest of the group.



# What does the Customer Care Standards Pocket Guide include?

Introduction from Steve Maddox (Chief Exec)

1. However our customers contact us
2. Face to face contact
3. Letters
4. Telephone contacts
5. Email and the internet
6. Data Protection and Freedom of Information
7. Complaints.

# Customer Care Standards

## Not included in the Pocket Guide

- 8. Making a visit
- 9. You and your environment
- 10. Communication and publicity guidance.

## 8. Making a Visit

- Make appointments if possible
- Arrive on time or inform if late
- Wear ID Badge, agree password if appropriate
- State purpose of visit
- Arrange interpreter or signer if applicable
- Be aware of different customs (e.g. greeting)
- If you can't answer a question, find out and get back to them
- Tell them what the results of the visit will be
- Keep your promises, ensuring they are realistic and always inform if there is a delay
- Inform Manager/colleague of your whereabouts and expected time of return.



# 9. You and Your Environment

## **You**

- ID badges to be worn
- Dress appropriate to the job role
- Uniforms and PPE's to be clean, tidy and worn at appropriate times

## **Your Environment**

- Keep it clean and tidy
- Notice boards  
leaflet displays  
tidy and updated
- Clear directional signs
- Appropriate colour schemes.

# 10. Communication and Publicity Guidance

- When implementing change, consider who will be affected by it and anticipate enquiries
- Develop a plan to inform customers, stakeholders and colleagues and clearly identify the changes and explain the effects
- News stories/advertisements may draw enquiries from customers, staff should be notified and prepared
- Keep up to date on the Council's press office website.

# Customer Charter

There are 12 points on the Customer Charter that we promise to our external customers

There are 3 expectations that we request from our external customers.

# 10 Corporate Behaviours

## ALL

1. Focusing on Customers
2. Working Together
3. Communicating Openly
4. Achieving Results
5. Flexibility & Change
6. Knowledge & Information.

## LEADERS

7. Leading People
8. Valuing People
9. Managing Performance
10. Leading and Managing Change.

# 1. Focusing on Customers

- Puts the customer first and seeks to deliver a service that meets their needs
- Presents Wirral positively by providing a professional service to internal and external customers
- Seeks to resolve customer dissatisfaction effectively.

## 2. Working Together

- Treats others as they would like to be treated
- Builds effective working relationships with all their working contacts
- Considers the impact of their working styles on others
- Adopts an outward looking approach to the needs of customers, competition and the environment generally.

### 3. Communicating Openly

- **Encourages and adopts an open and honest approach**
- **Is considerate of the needs of others when deciding what and how to communicate**
- **Views communication as a two-way process**
- **Seeks out and shares information**
- **Listens, checks understanding and gives feedback**
- **Supports an environment of openness and trust where information is shared and sensitive issues can be openly discussed.**

## 4. Achieving Results

- Sets the highest standards of performance for self and others in meeting the needs of internal and external customers
- Seeks to improve their own and others working practices by gathering, evaluating and acting on feedback from all available sources
- Sharing knowledge, ideas and resources to benefit others.



## 5. Flexibility

- Takes a proactive approach, seizing opportunities to implement new ideas
- Solving problems creatively
- Responds positively and enthusiastically to changes in responsibility, culture or environment
- Takes action to overcome obstacles and seeks to achieve agreed outcomes in the most cost effective way.

## 6. Seeking Knowledge

- **Seeks out information and asks questions**
- **Takes responsibility for their work and development**
- **Is curious about the environment in which they work and the wider working environment**
- **Actively pursues opportunities to learn and widen own and others knowledge**
- **Sees mistakes as an opportunity to learn and actively encourages this behaviour in others.**

## 7. Leading People

- **Displays the behaviour underpinning organisational competencies and presents self as role model**
- **Uses appropriate interpersonal styles to inspire and guide team and others**
- **Understands and respects others contributions**
- **Creates an innovative environment where new ideas are sought and welcomed.**

## 8. Valuing Individuals

- **Cultivating a supportive and open environment where individuals have the opportunity to reach their highest potential**
- **Shows consideration for the feelings and needs of others**
- **Is aware of the impact of their behaviour on others**
- **Develops talent and considers individual motivation, interests, current work situation and personal circumstances.**

## 9. Managing Performance

- **Accurate and objective assessment, measurement and control of activities and resources**
- **Translating corporate objectives into easily understandable departmental objectives**
- **Carrying out constructive KIE and reviews past performance and future performance targets**
- **Above average performance publicly and appropriately recognised**
- **Promotion reflects achievement rather than seniority**
- **Poor performers tackled fairly in a timely and appropriate manner.**

## 10. Leading and Managing Change

**Designed to maintain effectiveness during periods of change – 4 levels : -**

**Foundation** – adaptable to change

**Developed Behaviour** – positive and effective in the face of change

**Intermediate Behaviour** – plans for and supports others with change

**Advanced Behaviour** – promotes and champions change.

# Key Issues Exchange

(KIE – on line)

KIE enables you and your Manager to build a profile of your existing skills and competencies and assist in putting together a detailed and tailored development plan to enable you to enhance your skills and competencies and explore new learning and development opportunities.

# The Customer is KING!

## Activity

Have you ever been treated *well* as a customer?

Have you ever been treated *badly* as a customer?



# The Golden Rule

Treat others as you would like to be treated

- if you're polite, they will usually be polite
- if you treat others badly, you might be treated badly in return.

# The First Principles of Customer Care

- If *you* receive the request – *you* are responsible to provide the answer
- You *may* need to pass the request to someone else – make sure it is the *right person* – give them the *details* of the enquiry.

# Cultural Awareness

**What might you need to consider regarding cultural differences?**

- Language - provide an interpreter
- Speak clearly
- Avoid jargon
- Information available in other languages and formats
- Other cultural differences – what could they be?

# Disability Etiquette

- Focus on the *person*, not the disability

Now for the *‘Loaded Question’*

- How would you provide the needed support for a disabled person?  
(ask the person what support they need and be prepared for *‘none, thanks’*).

# **Confidentiality**

Who holds information about you personally?

What information is held about you?

Who would you like that information made available to?

# Confidentiality

## Activity

### How would you feel if.....?

Imagine you go to your GP with a slight urine infection

Think about the information you might be asked for and how it may be used

Tick the box you feel is most appropriate.

# Confidentiality

- Treat information with the utmost confidence
- What is on your desk or computer?
- Who can overhear you?
- Do not disclose unless authorised
- Check – does the person ‘need to know’?
- Share information if it’s a Safeguarding issue.

# Level of Service

## Activity

Think carefully about the level of service you currently provide to your customers

Answer the questions honestly – you do not need to share this with anyone, so be brutally honest

Now list 3 improvements you can make immediately, then 3 you could make in the near future.



# Change

In an organisation as large as ours,  
change is inevitable!

We must meet the demands upon the  
services in the most effective ways  
possible and be proud of what we do!

What is the Councils most important  
resource?

***US!***



## More information is available:

- On the Intranet  
(click on 'Customer Care')
- In the pocket guide  
(which was distributed with November 08's pay slips).

# Work is a large part of our life -

So why not enjoy it?

However –

there are other things that are  
important too!

