



Gyngor Bwrdeistref Sirol

Blaenau Gwent

County Borough Council

Customer Service Standards

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Why do we need Customer Service Standards?

The Customer Service Standards helps define what Blaenau Gwent customers can expect from services and how it should be delivered.

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> Telephone Standards

When calling the contact centre, customers can expect calls to be answered as quickly as possible; generally, within six rings. This is linked to the customer service standard of answering 80% of all calls within 20 seconds. Like every contact centre we will have busy times, when we cannot answer all calls this quickly. However, this will be the exception to the rule. We will deliver this commitment by ensuring that we are staffed to meet customer demand and that staff are well trained, so they can resolve calls quickly.

> Written Standards

Upon receipt of a customer letter or email the Council will ensure that a reply is sent within five working days. If the query is complex and will take some time to answer, we will acknowledge receipt of the correspondence within five working days and provide the customer with the timescales for a full response.

> Face to Face Standards

Customers visiting the Community Hubs can expect to be seen by an appropriate member of staff as quickly as possible. Like our contact centre we will have busy times, but we will try to ensure that on most occasions we are staffed to deal with demand and appropriately trained to resolve queries in an efficient manner.

> **Customer choice in accessing services**

As a Council we will provide services through the quickest and most efficient access channel for the customer, whether that is over the phone, online, face to face or via letter. We recognise that quick, simple and straightforward transactions are easily completed online or via the phone and therefore we are committed to making this possible for all of these services. We recognise that for more in depth and complex issues customers may need to speak with us face to face. We are already committed to providing this in the Community Hubs across the borough.

> **Resolving customer enquiries promptly and conveniently**

We want to resolve customer queries as quickly as we can. Therefore, if we can resolve it during the first contact, we will. In order to achieve this, we are committed to providing comprehensive training to all frontline staff and empowering them to make decisions that will speed up the process

> **Clear communication**

When customers contact the Council we promise to listen. If it takes longer than expected to resolve the matter, we will keep them informed, explaining the reasons why. We will also be clear with our communication and avoid the use of jargon.

> **We will be courteous and welcoming**

When customers visit Council buildings they can expect a welcoming environment. We will be polite and courteous and will ensure that we treat everyone equally.

> **Equality in accessing Council services**

Accessibility and fairness is a key priority for us. When visiting the Community Hubs customers can access services in languages other than English, staff are also being trained in the Welsh Language. Our website is also in the process of being re-designed to make it accessible to all, providing a range of facilities to help customers access the services they need. We aim to continuously improve in order to ensure that we provide access to services in a fair way.

> **Putting things right**

If customers are unhappy with a service they have received from the Council or they want to tell us about something we have done well, we want to know. To make this as easy as possible we have a very clear and consistent Concerns and Complaints policy. Concerns and Complaints should be acknowledged within three working days and a response should be given within ten working days.

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