

Warrington Registration Service

Customer Engagement Strategy
2021 - 2022



WARRINGTON
Borough Council

Warrington Registration Service

Customer Engagement Strategy – 2020/21

The purpose of this Customer Engagement Strategy is to set out the framework that the Registration Service has in place to help understand its customers, enhance relationships with our customers and to offer the opportunity to involve them in shaping the service in the future.

At Warrington Borough Council we put the customer at the heart of everything we do. We want our services to be accessible to all and responsive to the needs of our customers.

What is Customer Engagement?

The Government wants services that are efficient, effective, excellent, equitable and empowering – with the citizen always and everywhere at the heart of service provision. Customer Engagement is about using practical tools for driving customer-focused change in the Registration Service, within legislative limitations, by developing customer insight, understanding the user's experience and a form of measurement of service satisfaction.

Aims

This strategy seeks to deliver two distinct outcomes:

1. **Customers are able to influence key policies, strategies and service standards:** we will provide customers with the opportunity to comment on key policies, strategies and their experience of service standards. We will consider customer comments and incorporate their suggestions, where appropriate.
2. **Customer feedback is integral to service improvement:** We will ensure appropriate processes are in place to routinely obtain and analyse customer feedback on their experiences, and use this to influence and change service delivery where appropriate.

Objectives

Our objectives are the measurable steps we will take in order to achieve our aims. These are:

1. To engage with stakeholders about the service, balancing the needs of the organisation and the customer whilst considering reasonableness, proportionality, legislation and cost, whilst making best use of the council's [online engagement tool](#).
2. To engage with customers on relevant Registration Service issues which directly affect them.
3. To routinely use customer feedback to drive forward service improvement.
4. To engage with customers in a range of ways that meets their needs.
5. Where relevant, to ask customers about proposed service developments to gain an understanding of appetite for changes to services e.g. opening times, new discretionary fees, etc.



6. Where applicable and where a Customer Experience measure is developed, and published, for this to be documented with an indication of the volume of survey forms, dates of survey and indicative return rates.

Methodology

We measure our performance against key performance indicators outlined by the General Register Office and additional business drivers within the council. A range of methods will be employed to gather views from customers on both their perceptions and experiences of using the Registration Service. It will also identify levels of customer satisfaction in line with the corporate customer service standards set out in the [Customer Strategy](#). This may include:

- Customer surveys
- Trend analysis – providing an indication of customer satisfaction levels over a period of time to determine the direction of travel
- Benchmarking
- Risk management
- Complaints, comments and compliments

Accessible Services - How will we ensure we achieve our aims?

Equalities – we are committed to reducing inequality and advancing equality through the decisions that we make and through our policies and practices.

We ensure that customers who identify with a protected characteristic (as defined in the Equality Act 2010 and any subsequent updates) are not disadvantaged in any way. Our services are designed to maximise accessibility and we continue to make changes and improvements in response to customer needs.

In order to ensure we are meeting customer needs, we will:

- Provide evidence of timeliness to meet statutory requirements and customer expectations.
- Ensure our customer base is appropriate and proportionate to the wider local customer base and demographics.
- Ensure our services are available to those who wish to or who need to use them by providing accessible information in a range of ways (e.g. written information, online services).
- Seek the views of the local community and make adjustments to our service delivery when appropriate, based on customer feedback, to improve the service. Where feedback cannot be acted upon, an explanation will be given.
- Engage with our stakeholders.

Continuous Improvement

We are committed to developing and improving our services through stakeholder consultation. We can demonstrate we are continually seeking to improve our services by:

- Providing evidence of the impact of customer feedback where practical and proportionate



- Monitoring and reviewing our action plans and lessons learned based on customer feedback, comments and complaints
- Explanation where service cannot change due to legislation, corporate policy etc.
- Achieving our aims for service improvement as documented in our annual Service Plan
- Evidence of impact for staff training and development
- Sharing of Best Practice; and
- Learning from Best Practice in other organisations

Corporate Complaints

Corporate Complaints are an integral part of our customer service review cycle. We welcome both positive and negative feedback about our service and we look at each concern as an opportunity to investigate and to make improvements to our service, or to prevent the same complaint from happening again.

- [Corporate Complaints Procedure](#) on handling of complaints;
- Record of formal complaint investigations, findings and response;
- Audit trail of complaint correspondence;
- Remedial action from upheld complaints and learning outcomes;
- Good practice shared as appropriate;
- Analysis of trends;
- Timely and effective communication with complainants; and
- Staff training and regular refreshers in the Corporate Complaints Procedure.

