

Equality Impact Assessment Report Template

Name of policy, procedure or function: Customer Service Centre		
Service Area: Customer Service Centre	Team Members: Sarah Cromie, Louise Hall, Bev Stone, Adrian Le-Cras, Julie Biddulph	Date: 21st June 06

Findings

The Customer Service Centre has recently been refurbished which was re-opened September 05. The CSC provides the Councils only face to face communication with the public and provides a range of services. It is also the 'meet and greet' point for people visiting the Council for meetings etc. Therefore, it is very significant as the 'public face' of the Council and peoples experience of the Council. Currently it provides the customers service for Benefits, Housing and Homelessness, Development Control, Council tax and NDR, residents preferential parking,, licensing, cleansing, the Cash Office and LCC Connect.

As it is a new build the physical access to the CSC is fully DDA compliant with adaptations to the queuing system etc. The main equalities issues for the CSC are raising awareness of the services it is able to provide e.g. translation and interpretation, and raising awareness amongst staff on religious and cultural issues to ensure they aren't inadvertently causing disadvantage to individuals through lack of knowledge.

There is also the on-going need to gain customer feedback and implementing changes as a result of their comments. This is planned through customer feedback work and mystery shopping exercises.

Further Actions

Problem/barrier identified	Actions to overcome problem/barrier	Resources required	Responsibility	Target date
Gathering customer information	Use face to face contact with the customer to identify any needs that the customer has that would be useful to include on the CRM	Advisor time	Adrian Le-Cras	CRM implementation date
Lack of customer feedback information and customer engagement	Carrying out customer feedback work	Customer Service Centre Strategy	Adrian Le-Cras	Sept 06

Celebration of more religious events	Identifying religious events that lend themselves to being celebrated in the CSC and are proportional to the population	Officer time and small financial implications	Adrian/Sarah	Nov 06
Advertise interpretation service	Use plasma screens 'Do you need an interpreter? Let one of the customer service advisers know and we can arrange one	Translation budget	Adrian Le-Cras	Aug 06
Feedback from mystery shopping	Incorporate feedback from mystery shopping into service improvements <ul style="list-style-type: none"> - learning disabilities - BME 		Adrian Le-Cras	Sept 06 Jan 07
Customer advisor training on cultural awareness and dealing with difficult customers	Expand customer service advisors induction training to include cultural awareness and dealing with difficult customers	Corporate Training Budget	Kevin Brewin	?