

## Equality Impact Assessment Report

**Name of policy, procedure or function: Customer Access Strategy**

**Service Area: Partnerships  
and Customer Services  
Directorate**

**Team Members: Steve Phipps, Caroline Marshall and Sarah  
Cromie**

**Date: June 2006**

### Findings

#### Introduction

The Customer Service Strategy is in the process of being developed at the time of completing this impact assessment.

The Strategy is a high level document outlining our commitment to customer service and what a customer should expect from us when using our services.

The main themes within the Strategy are:

- Customer Access
- Customer Care
- Customer Engagement
- Diversity and Equality
- Data Management
- Performance and Planning

The aim of this Strategy is to expand on what we mean by being customer focused and to deliver on our commitment to improved service delivery to all customers including users and non-users, stakeholders and partners. One of the ways to achieve this is through understanding our customers better in order to meet their needs.

The desired outcomes include:

- To improved access to our services for those who currently find them difficult to access
- To improved customer experience when they use our services

There are already a number of equality and diversity initiatives in place and part of the role of this ext strategy will be to ensure that the services we currently have are promoted more widely with the emphasis being our us being more proactive and increasing take-up. Therefore the actions within the agreed action plan focus on promotion, training and awareness raising.

### Further Actions

<b>Problem/barrier identified</b>	<b>Actions to overcome problem/barrier</b>	<b>Resources required</b>	<b>Responsibility</b>	<b>Target date</b>
<b>Language Barriers</b>	<ul style="list-style-type: none"> <li>○ Welcome sign in the Customer Service Centre in different languages</li> <li>○ Raise awareness of the Councils translation and interpretation service with customers and staff</li> <li>○ Production of key information in other formats e.g. Community Safety, Domestic Violence etc.</li> </ul>		Adrian Le-Cras  Sarah Cromie  Communication team	Aug 06  Ongoing  Aug 06
<b>Disability Issues</b>	<ul style="list-style-type: none"> <li>○ Service Development Sessions with individual services to identify the specific barriers within their service area. Prompt questions during the session raise disability issues specifically.</li> <li>○ Customer service actions from Mystery Shop to be included in the DES.</li> <li>○ Renew DDA Audit</li> <li>○ Staff Training on Disability Equality</li> </ul>		Kevin Brewin  Sarah Cromie  Simon Harvey Sarah Cromie	Dec 06  Dec 06  Oct 07 Apr 07
<b>Lack of understanding of the variety of people needs</b>	Development of fact sheets & widely publicised	Officer Time	Sarah Cromie	Nov 06
<b>Lack of access points outside Loughborough</b>	Work more closely with Parish Councils to use their facilities for remote access points.		Steve Phipps	?
<b>Lack of knowledge of our customer base</b>	Implementation in the CRM will enable us to identify what channels people are using them and when therefore being able to coordinate resources to the most need. Data management picked up within the Strategy	Capital budget for CRM implementation	Galyia Benson	Apr 07

<b>Stakeholder and community involvement in the development of the Customer Service Strategy</b>	Planned Consultation work to include Hard to Reach groups	Budget	Caroline Marshall	Sept – Oct 06
--	---	--------	-------------------	---------------