

Board Paper

12 February 2014

Paper Title	Customer Care and Service Standards
Paper Reference:	NRW B O 9.14
Paper Sponsored By: Paper Authored By:	Trefor Owen Caroline Hawkins Richard Siddons

Purpose of Paper:	Decision
Recommendation:	
Decision Required:	To agree the attached customer care and service standards and next steps in paragraphs 6-7.

Impact: To note – all headings might not be applicable to the topic	Impact on the Environment and the Economy: Enhanced accessibility to information and clarity for customers will enable more efficient response times – especially for environmental incidents. Impact on Community: Stakeholders, customers and staff will have a clear understanding of our customer care and service standards. This will help manage expectations, improve consistency and enhance our reputation. Impact on Knowledge: Systematically capture greater knowledge and feedback to improve processes, decision making and service delivery.
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Issues

1. Our customers are at the heart of what we do and we are committed to improving the service they receive. Natural Resources Wales is committed to developing and publishing minimum standards of service and care.

Background

2. All customer focused organisations publish customer service standards. The three legacy organisations had slightly different approaches but all of them made commitments to customers on standards of service in areas of their business. Natural Resources Wales must adopt common standards that covers all aspects of our customer care and services and affirms our desire to put customers at the centre of our work.
3. The scope of the customer care and service standards in Annex 1 covers the services managed by the Customer Care Centre and some other teams. The standards will be available on our Website. This approach will enable other standards of service to be added later by our evolving business support services.
4. The customer care and service standards were developed with reference to standards commonly used by the legacy bodies, and other public and private organisations.
5. The standards will be reviewed on an annual basis, informed by a customer survey and mystery customer survey. We will use the results of the 2013/14 surveys (currently being analysed) to refine the customer care and service standards before publication.

Next Steps

6. To publish in Web format and communicate the proposed customer care and service standards by 31 March 2014.
7. To undertake an annual customer survey and mystery shopper exercise to test performance and help identify areas of improvements.

Risks

8. Adoption of the standards will reduce the risk of Natural Resources Wales being exposed to challenge and reputational damage.

Financial Implications

9. No significant implications.

Communications

10. The customer care and service standards, performance and changes will be communicated to Natural Resources Wales staff using appropriate existing channels.

Equality impact assessment (EqIA)

11. The customer care and service standards will be submitted to an EqIA screening before publication.

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Annex 1 – Customer Care and Service Standards