

CUSTOMER SERVICE EXCELLENCE AWARD 2016

SUMMARY

1. Members will be aware that the Customer Service Excellence Award (CSE), originally achieved in 2009, is re-certified on an annual basis subject to passing a compliance audit. The award covers a three year period, 2016 being a Year 2 re-validation based on five criteria:
 - (a) Customer Insight;
 - (b) The Culture of the Organisation;
 - (c) Information and Access;
 - (d) Delivery and Timeliness;
 - (e) Quality of Service.
2. The assessor spoke to the Chief Fire Officer, senior managers, front-line staff and support staff, as well as a range of partners and customers of the Service. He also reviewed documentary evidence in print, on the website and on social media.
3. The re-validation audit for 2016 took place on 3rd February; it is pleasing to report that the award has been successfully retained for a further twelve months, with no partial or non-compliance issues identified.
4. In summary the assessor found:
 - (a) High levels of customer focus and customer satisfaction throughout the Service.
 - (b) Continuing development of strong partnership work with other public and voluntary sectors, adding real value to the community.
 - (c) A culture of service improvement, despite the many financial and other pressures facing the service.
 - (d) Strong focus on consultation and engagement with customers, demonstrating proactive and effective use of social media and responsiveness to customer requests.
 - (e) Commitment to the development and maintenance of local communities, both through core services, but also by making buildings accessible for community use.

The full report is included at Appendix 1.

RECOMMENDATION

5. Members acknowledge the retention of the Award and take assurance from our ongoing commitment to Customer Service Excellence.

BACKGROUND

6. The Customer Service Excellence Award tests in great depth those areas that research has indicated are a priority for customers, with particular focus on delivery, timeliness, information, professionalism and staff attitude. There is also an emphasis

placed on developing customer insight, understanding the user's experience and robust measurement of service satisfaction.

7. During the audit all criteria were reviewed, the Assessors itinerary allowed him to meet with several customers and partners as well as key members of staff.
8. Following the assessment, Humberside Fire & Rescue Service was found to have a deep understanding of, and commitment to, Customer Service Excellence. The commitment was displayed from senior management levels through to operations and front line staff.
9. The following extracts have been taken from the formal report:

Areas of Good Practice

- The award of Regional Delivery Partner of the Year (Yorkshire and Humber) from the Princes Trust, together with the 'Outstanding' award from Ofsted demonstrate the quality of this programme and the impact that it is having on young peoples' lives.
- Your work on Community Safety is exemplary. The assessor was particularly impressed by the treatment of a customer who had recently experienced a kitchen fire, and how the incident was followed through. You also used the incident as an anonymised case study to develop a media campaign to strengthen your customers' awareness of the danger of these types of fire.
- Your work in improving customer journeys, to improve response times and quality of service, both in emergency and less urgent requests for service deserves commendation.
- The assessor was impressed by the expansion of the Emergency First Responder scheme, and also by the developing customer journey mapping being undertaken for the new Safety Hub.
- The assessor noted the high level of customer focus, and customer satisfaction throughout HFRS, in discussions with the Chief Fire Officer, other managers, field staff and through comments from customers and partners.

Areas for Improvement

- You give your customers, potential customers and other stakeholders a wide range of high quality information, particularly through your website, social media and advertising campaigns. Your service standards are well developed and comprehensively listed on your website. In order to provide your customers with these standards in a more easily accessible and understandable format, you could consider developing a simple Customer Promise (in leaflet form and displayed on your website) detailing your standards for customer service, to include such things as target response times and standards for the quality of your service.
- You have lots of good data and feedback on customer satisfaction. You could consider publishing a % figure of customer satisfaction across the whole of HFRS, as well as a numerical total, as this will enable you to set an annual % target, driving improvement towards your aspirational target of 100% satisfaction

10. The areas for improvement suggested by the assessor have been noted by CMT and will be considered for implementation by the Tactical Delivery Group (TDG).

STRATEGIC PLAN COMPATIBILITY

11. The Customer Service Excellence Award contributes to our self awareness and continuous improvement.

FINANCIAL/RESOURCES/VALUE FOR MONEY IMPLICATIONS

12. None arising directly.

LEGAL IMPLICATIONS

13. None arising directly.

EQUALITY IMPACT ASSESSMENT/HR IMPLICATIONS

14. None arising directly.

CORPORATE RISK MANAGEMENT IMPLICATIONS

15. None arising directly.

HEALTH AND SAFETY IMPLICATIONS

16. None arising directly.

COMMUNICATION ACTIONS ARISING

17. The Customer Service Excellence Report will be published on the HFRS Website.

DETAILS OF CONSULTATION

18. None arising directly.

BACKGROUND PAPERS AVAILABLE FOR ACCESS

19. None.

RECOMMENDATION RESTATED

20. Members acknowledge the retention of the Award and take assurance from our ongoing commitment to Customer Service Excellence.

C BLACKSELL

Officer Contact: Simon Rhodes ☎ 01482 567479
Corporate Planning and Performance Manager

Humberside Fire & Rescue Service
Summergroves Way
Kingston upon Hull

25 April 2016

