

# **CUSTOMER EXPERIENCE STRATEGY**

## **CUSTOMER CHARTER**

# INTRODUCTION

We are committed to putting you at the centre of everything we do. Our customer charter reflects a set of values that have been designed to ensure this happens. We want you to have a positive experience every time you interact with us: accessible, consistent, efficient, and simple. We will always be customer focused, accountable, ambitious and professional.

**We want you to feel listened to every time we have a conversation. We promise to make sure you feel our values in action by:**

- Always putting you first. We will listen and help you access the right service for you, supporting you to resolve your enquiry, the first time you contact us whenever possible.
- Ensuring our staff are knowledgeable, friendly and committed to helping you. Our staff will receive the right training to ensure you have the very best experience possible.
- Being fair and honest. We will always explain our responses clearly and simply.
- Valuing your feedback to improve our services and your experience
- Offering you a variety of ways to access our services, including a quicker and easier online experience.
- Sticking to our response times.

**We will be respectful by:**

- Treating everyone fairly and respectfully, with equality and diversity at the heart of everything we do.
- Being polite, helpful, open and honest with you.
- Listening to you and understanding your needs.
- Explaining decisions and outcomes clearly.
- Ensuring our information is in a format that can be easily accessed and understood.

## **We will protect your confidentiality by:**

- Ensuring that all our staff are appropriately trained.
- Handling all information, you provide to us sensitively and confidentially.
- Managing all your information in accordance with legislation.
- Making sure that your information will not be discussed with any unauthorised person.
- Asking you to provide only relevant information and explain why we need it.
- Investigating and responding to any concerns you may have about your personal data.

## **We would like you to help us by:**

- Accessing our services online as much as possible.
- Understanding that we may not always be able to comply with every, specific customer request, if this is the case we will always explain why.
- Providing us with the information we need to help you.
- Keeping any appointments that you have with us, and notifying us if you are unable to attend.
- Treating us politely and with respect.
- Not using aggressive behaviour or inappropriate language. This will not be tolerated.
- Letting us know if you have any special requirements will help us communicate effectively in a form that is accessible to you.

We are committed to providing you with the best service we can, but we realise that sometimes things can go wrong. We would like you to share your experience with us so that we can improve our service. If you would like to share your feedback, make a complaint or pay us a compliment then you can do so here: [www.wirral.gov.uk/about-council/complaints-compliments-and-feedback](http://www.wirral.gov.uk/about-council/complaints-compliments-and-feedback)