

Community Impact Assessment

Customer Experience (CX) Strategy: 2024 - 2026

Author: Emily Doorbar

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Protected Characteristics	Benefits	Risks	Mitigations / Recommendations
<p>Cross Cutting themes - impacts that affect all or multiple protected characteristics and health and care need</p>	<p>The Customer Experience Strategy is designed to support our residents in a positive way, which will benefit people with protected characteristics. This includes work with our colleagues and partners to put our residents first, improving their journeys through the services that we offer and serving their needs.</p> <p>It will clearly articulate the experience that our residents have told us they want when they interact with us and will guide decisions and prioritisation for this programme as well. It will also aid in redesigning our customer facing pathways, systems and processes and engagement mechanisms.</p> <p>The success of the strategy, and its benefits to residents, will be measured through comprehensive KPIs and surveys at regular intervals, ensuring focus is consistent and benefits are realised.</p>	<p>Residents are not engaged with in a meaningful way; therefore the 'voice of the customer' is limited and not representative.</p> <p>The strategy will cover a significant period of time and there is a risk that the needs/wants of our resident's change.</p>	<p>We will make best use of our professional partnerships with the Institute for Customer Service (ICS) and deliver the Business Benchmarking survey each year. We will survey between 2,000 – 4,000 residents in this way.</p> <p>We will employ a strategy and Target Operating Model for embedding a Customer Experience survey across services in the organisation to collect diverse views and feedback.</p> <p>The strategy includes high-level activities/actions, and once it is approved, we will co-produce a detailed transitional implementation plan with service areas directly.</p>
<p>Age - older and younger people</p>	<p>See first row for cross cutting themes already identified.</p>	<p>In addition to the risks identified above, older/less digitally</p>	<p>Information in different formats if required.</p>

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		<p>enabled customers may feel excluded.</p>	<p>Ensure that the Customer Strategy is aligned with ongoing work to review SCC's approach to Equality, Diversity, and Inclusion.</p> <p>Work with the Digital Leadership Group to coordinate activity on digital inclusion and signposting to information, advice, and guidance.</p>
<p>Disability - people who are living with different conditions and disabilities, such as: mental illnesses, long term conditions, Autism and other neurodiverse conditions, learning disabilities, sensory impairment and physical disabilities.</p>	<p>See first row for cross cutting themes already identified.</p>	<p>In addition to the risks identified above, residents with learning/communication disability, as well as those who are neuro diverse, may find it hard to engage and provide their feedback.</p>	<p>Information in different formats if required.</p> <p>Ensure that the Customer Strategy is aligned with ongoing work to review SCC's approach to Equality, Diversity, and Inclusion.</p> <p>Customer Service representatives will continue to be enrolled in BSL classes and attend deaf community groups to</p>

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			share feedback and to ask for input.
Gender reassignment - those people in the process of transitioning from one sex to another	See first row for cross cutting themes already identified.	See first row for cross cutting themes already identified.	Ensure that the Customer Strategy is aligned with ongoing work to review SCC's approach to Equality, Diversity, and Inclusion.
Marriage & Civil Partnership - people who are married or in a civil partnership should not be treated differently at work	See first row for cross cutting themes already identified.	See first row for cross cutting themes already identified.	See first row for already identified mitigations/recommendations
Pregnancy & Maternity - women who are pregnant or who have recently had a baby, including breast feeding mothers	See first row for cross cutting themes already identified.	See first row for cross cutting themes already identified.	See first row for already identified mitigations/recommendations
Race - people defined by their race, colour, and nationality (including citizenship) ethnic or national origins	See first row for cross cutting themes already identified.	The most recent census shows that Staffordshire has a significant increase in Polish and Romanian residents. As these are newer communities, there is a risk that their needs are not fully considered. (e.g. language barriers)	Information in different languages if required. Ensure that the Customer Strategy is aligned with ongoing work to review SCC's approach to Equality, Diversity, and Inclusion.

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		Refugees who may have settled in Staffordshire (e.g. Afghanistan and Ukraine)	
Religion or Belief - people with any religious or philosophical belief, including a lack of belief. A belief should affect a person's life choices or the way they live for it to be considered	See first row for cross cutting themes already identified.	See first row for cross cutting themes already identified.	See first row for already identified mitigations/recommendations
Sex - men or women	See first row for cross cutting themes already identified.	See first row for cross cutting themes already identified.	See first row for already identified mitigations/recommendations
Sexual orientation - whether a person's sexual attraction is towards their own sex, the opposite sex or to both sexes	See first row for cross cutting themes already identified.	See first row for cross cutting themes already identified.	See first row for already identified mitigations/recommendations

➤ **Workforce Assessment**

<p>Who will be affected – consider the following protected characteristics: age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex and sexual orientation</p>	<p>Benefits</p>	<p>Risks</p>	<p>Mitigations / Recommendations</p>
<p>SCC employees across Staffordshire</p>	<p>See cross cutting themes section.</p> <p>A Customer Experience (CX) approach supports our desire to be ambitious for our communities and residents, it will provide a robust framework for us to be courageous and make courageous decisions and it will empower and support our people providing a solid platform for them to do their jobs well.</p> <p>The strategy will support staff to better understand the needs of their customers and better equip them to deliver an excellence customer experience.</p> <p>A Customer Experience (CX) Quality Framework will evaluate what our</p>	<p>Staff do not have the skills needed to embody the strategy.</p> <p>Staff find it difficult to allocate the time necessary to engage in training.</p> <p>Staff are not engaged with in a meaningful way; therefore the ‘voice of the business’ is limited and not representative.</p> <p>Outcome may indicate that staff need to work in new or innovative ways to better serve residents. This might cause some anxiety.</p> <p>Employees may not know the difference between Customer Satisfaction/Service and</p>	<p>We will make best use of our professional partnerships with the Institute for Customer Service (ICS) and design and deliver a comprehensive schedule for Customer Experience (CX) Training that will embed outstanding customer service standards in our staff.</p> <p>Training will be promoted with SLT/WLT/OMT to increase support.</p> <p>We will make best use of our professional partnerships with the Institute for Customer Service (ICS) and deliver the ServCheck survey each year to employees. Providing</p>

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	<p>residents want in a consistent manner and how we can effectively measure customer-related performance. We will use effective benchmarking to design a comprehensive set of customer metrics for responsiveness, satisfaction, and other key performance indicators</p> <p>The Customer Strategy and Target Operating Model will be designed to deliver the foundations for deep cultural change within Staffordshire County Council. It will create a robust framework for the design and development of skills, tools and techniques which will enable all staff to be unconsciously competent around customer centricity and put</p>	<p>Customer Experience making action planning difficult.</p>	<p>better understand of Customer Service culture across the organisation. Results will be used to help create comprehensive action plans.</p> <p>Embedding a Customer Experience (CX) Comms and Engagement Plan as well as the use of internal communication vehicles like StaffSpace and potentially the Staffordshire Innovation Challenge.</p>

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	our residents at the heart of everything that we do and every decision that they make.		