



REALISTIC ACTION TO IMPROVE
STANDARDS AND EXCELLENCE

Recommendations and Associated Key Actions

Service	Recommendations	Key Actions
Call Centre	<ol style="list-style-type: none"> 1. Call centre rebranded to reflect the 'customer service' it provides, this also includes the job titles of call centre staff. 2. Consider a separate number for business calls, so the call centre focuses on dealing with residents 3. Profile of call centre to be raised so it is seen as the hub of the organisation, this may involve moving it within the office to a more prominent position. 4. Place non call centre staff near the team to aid communication. 5. All staff should ensure there are up to date voicemail messages on their phones when calls are transferred 6. Ensure staff meet current standards and return phone 	<ol style="list-style-type: none"> 1. Agreed – feedback on potential rebrand ideas to be sought from RAISE & staff. Action by December 2011 2. Agreed in principle – next step is to investigate most appropriate way forward. Approximately 3% of calls are business 'cold calls'. Option exists for a totally separate business number, although we need to investigate how this is publicised and costs. Another option is to introduce a call option of 'press 1' if you are a business caller and 'press 2' if you are a resident. This allows staff to identify calls in the queue and prioritise customers. Action by July 2011 3. Agreed in principle. Consider in conjunction with accommodation review (paper to Board in May). 4. Agreed in principle. Consider in conjunction with accommodation review (paper to Board in May). 5. Agreed. Covered as part of the new Customer Care Policy which was approved by Board in January 2011. A Customer Care training plan is to being put together and rolled out across the organisation. The recently introduced call recording will also assist 6. Agreed. Current policy is for all other staff to return

	<p>calls within 24 hours</p> <p>7. Emphasise the benefit of a department answering calls when transferred</p> <p>8. Call centre staff to produce information on ' a day in the life of call centre advisor' to be used at induction of all staff, to promote the importance of the call centres work</p> <p>9. Where possible staff visit the call centre to see the work of advisors</p>	<p>calls by the next working day, voicemail greetings should be up to date to inform the caller of the return date. To be reinforced in forthcoming Customer Care training.</p> <p>7. Agreed. We need to ensure that wherever possible there is always a point of contact in every team. Also reinforce this issue in Customer Care training.</p> <p>8. Agreed and completed.</p> <p>9. Agreed. All new managers will be invited to spend a few hours in the CC by way of their induction – the CC and Reception Induction booklet has been prepared in readiness to hand out to colleagues. Completed.</p>
<p>Reception</p>	<ul style="list-style-type: none"> • Consider feasibility of renting the space available next door to Calico's office • Re-modelling of current reception area to enlarge it and provide more space for customers • Provide more areas for private conversations • More and improved seats, which are easier to get in and out of. Enable more space in area to prevent bottle neck being created • Enable a reception facility for business visitors • Lift in reception to be kept clear at all times • New entrance doors for easier customer access • Improve parking and awareness for disabled visitors 	<p>All these matters are tied into the accommodation review due in May 2011.</p> <p>The lift is checked regularly to make sure it is kept clear of deliveries.</p>