

Customer Focus Self Assessment Questionnaire

This self-assessment questionnaire is designed to be used in preparation for work developing team and service awareness of their customer focus.

Focussed Services

(1. Is the key purpose of the service or services clearly defined?

1 some way to go

3 doing well

2 acceptable

4 not applicable

(2. Is it clear who the service or services are targeted at?

1 some way to go

3 doing well

2 acceptable

4 not applicable

(3. Are you able to tell whether your services are reaching their target group? Would you be able to tell if any priority customers are failing to get a service?

1 some way to go

3 doing well

2 acceptable

4 not applicable

(4. Do you monitor service use for equal opportunities purposes to ensure a fair and consistent service is received by all your customers?

1 some way to go

3 doing well

2 acceptable

4 not applicable

(5. Are you confident that staff structures reflect the needs of customers?

1 some way to go

3 doing well

2 acceptable

4 not applicable

(6. Are services being designed in conjunction with key partners to ensure joined up or 'seamless' delivery to customers?

1 some way to go

3 doing well

2 acceptable

4 not applicable

Where more than one organisation or part of the Council delivers to the same group of

(7. Are services being designed in conjunction with key partners to ensure joined up or 'seamless' delivery to customers?)

1 some way to go

3 doing well

2 acceptable

4 not applicable

(8. Has the customer journey been mapped and services changed to ensure that they are customer focussed?)

1 some way to go

3 doing well

2 acceptable

4 not applicable

(9. Can you demonstrate that your service provides value for money?)

1 some way to go

3 doing well

2 acceptable

4 not applicable

Clear standards

(10. Are clear and relevant service standards in place?)

1 some way to go

3 doing well

2 acceptable

4 not applicable

(11. Is performance monitored against agreed standards in order to make improvements?)

1 some way to go

3 doing well

2 acceptable

4 not applicable

(12. Is performance benchmarked with other organisations and services?)

1 some way to go

3 doing well

2 acceptable

4 not applicable

Engagement

(13. **Are customers involved in the planning of new services?**

1 some way to go

3 doing well

2 acceptable

4 not applicable

(14. **Is customer feedback gathered and used to make direct service improvements?**

1 some way to go

3 doing well

2 acceptable

4 not applicable

(15. **Do employees have the opportunity to make suggestions for service**

1 some way to go

3 doing well

2 acceptable

4 not applicable

Communication

(16. **Are service standards and complaints procedures communicated to customers?**

1 some way to go

3 doing well

2 acceptable

4 not applicable

(17. **Are your communications in plain English?**

1 some way to go

3 doing well

2 acceptable

4 not applicable

(18. **Are all your customer-facing communications available in other languages?**

1 some way to go

3 doing well

2 acceptable

4 not applicable

Responsiveness to customer needs

(19. **Are new ways of providing your services being investigated in order to better meet the needs of your customers?**

1 some way to go

3 doing well

2 acceptable

4 not applicable

(20. **Has the learning and development required to ensure continuous improvement in customer service been identified?**

1 some way to go

3 doing well

2 acceptable

4 not applicable

(21. **Do you have any (ICT based) processes in place that enable customer to self-serve?**

1 some way to go

3 doing well

2 acceptable

4 not applicable

(22. **Do customers advocate the service?**

1 some way to go

3 doing well

2 acceptable

4 not applicable