

## 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. **Are employees given the opportunity to make suggestions for service improvements?**

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