

EQUALITY, DIVERSITY AND INCLUSION

DONCASTER METROPOLITAN BOROUGH COUNCIL

Due Regard Statement

Customer Experience Strategy

2023 – 2026

<p>1 Name of the 'policy' and briefly describe the activity being considered including aims and expected outcomes. This will help to determine how relevant the 'policy' is to equality.</p>	<p>Delivery of The Customer Experience Strategy 2022 – 2026 will improve the customer experience of the people we serve.</p> <p>The strategy includes our vision for our future customer experience “To always provide the best possible customer experience to all the people we serve no matter how and where we are contacted”</p> <p>The Council and its Team Doncaster partners have been in response mode for the last 2 years. Grappling with the challenges of Brexit, recovering from the devastating impact of flooding in 2019 the Covid 19 pandemic and now, the cost of living crisis The world has changed as a result and the global pandemic has changed the way people live their lives and how the Council needs to operate. The adoption of digital channels has significantly accelerated and many of these changes will be here to stay as we all learn to live with the pandemic. We must continue to meet the changing needs of our customers and we know there are still ways that we can improve across all of our services.</p> <p>The strategy aims to deliver the following improvements;</p> <ul style="list-style-type: none">• Increasing the ability for customers and businesses to access the services and information they need online, anytime;• Streamlining our many contact channels promoted so there are clearer pathways to access support;• Improving our performance when delivering services;• Improving our communication during and after service delivery;• Reducing the need to contact different services;• Embedding a Localities Working model to maximise and connect local support;• Introducing new ways of providing information more conveniently; and• Introducing new behind the scenes technology to ensure greater speed and efficiency.
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2	Service area responsible for completing this statement.	Customers, Digital & ICT, Corporate Resources
3	<p>Summary of the information considered across the protected groups.</p> <p>Service users/residents</p> <p>Doncaster Workforce</p>	<p>Age - The priorities in this Strategy will be open and accessible to all age demographics. For those not wishing to access services online, the traditional access points such as face to face and telephone contact will be clearly marketed.</p> <p>Disability – The priorities in this Strategy will be open and accessible to those with disabilities. For those customers not wishing to access services online, it will be clearly marketed that both face to face and telephone contact points are available.</p> <p>Race - This Strategy will have no negative impact on this protected group.</p> <p>Sex – This Strategy will have no negative impact on this protected group.</p> <p>Sexual Orientation – This Strategy will have no negative impact on this protected group.</p> <p>Religion and Belief – The priorities in this Strategy will be open and accessible to all religious demographics. For those customers not wishing to access services online, it will be clearly marketed that both face to face and telephone contact points are available.</p> <p>Maternity and Pregnancy - This Strategy will have no negative impact on this protected group.</p> <p>Gender Reassignment - This Strategy will have no negative impact on this protected group.</p> <p>Marriage and Civil Partnership - This Strategy will have no negative impact on this protected group.</p> <p>Armed Forces Community- This Strategy will ensure this community will not be disadvantaged when accessing Council services.</p>

		Low Income Residents - This Strategy will ensure this community will not be disadvantaged when accessing Council services.
4	Summary of the consultation/engagement activities	Feedback from complaints, compliments and daily interaction with residents who contact us via Customer Services have informed this Strategy.
5	Real Consideration: Summary of what the evidence shows and how has it been used	The strategy makes recommendations to improve customer services and any service changes will consider the possible impact and develop an appropriate response for those customers with protective characteristics. This places a live duty on us to assess the implications and consider an appropriate response.
6	Decision Making	This Due Regard Statement forms part of the Strategy and will be reviewed right through to final delivery. This statement and Strategy will be reviewed with request for approval by: <ul style="list-style-type: none"> • Chief Executive & Directors • Mayor and Cabinet
7	Monitoring and Review	During and following implementation of this strategy a number of reviews will be on-going to ensure due regard is being considered across the Borough. The following monitoring and reviews will take place: <ul style="list-style-type: none"> • Customer Experience Governance Board; • On-going analysis of customer feedback including complaints or issues raised; • Continued review of local and national data; and • Engagement with appropriate groups across the borough.
8	Sign off and approval for publication	Debbie Hogg, Director of Corporate Resources

