

## **Do You Have the Right Customer Service Strategy?**

In this customer driven world, many Local Authorities aim to delight their customers by exceeding their expectations or by going the extra mile. This is a noble aim but it could be misguided.

Research shows customers are four times more likely to have a bad customer experience due to poor service than to be delighted by outstanding knock-your-socks-off service. Furthermore, a bad experience negates the positive effects of having had a great experience. The lesson here is that if you want to create a great experience for your customers, you must first eliminate the causes of poor service. Until you do that, there is little point in aiming to deliver 'delighters.'

The best way to eliminate service problems is to make it easy for your customers. This is a refreshingly simple way to frame the service challenge. Focus your efforts on enabling your customers to get what they want from your council quickly and easily. Your journey should begin by identifying and then removing the policies, procedures and behaviours that make it difficult for customers to get what they want.

Serving the public is tough but it ain't complicated!