

Consultation & Engagement Strategy 2022 - 2025

Scomis is committed to responding to the needs of our diverse customer base and, as we continue to consolidate and build even firmer foundations to ensure a consistent delivery of excellent service across the board, we are committed to ensuring that Customer Service Excellence is at the heart of all that we do and that we have embedded its philosophy and culture across the organisation.

Purpose

The purpose of this strategy is to:

- Identify key customer characteristics
- Continually review practices to ensure we use the most appropriate methods to engage with our customers
- Use the information gathered to take action to improve current services, and to support and inform the future of Scomis business planning objectives and developments
- Establish levels of customer satisfaction with a view to improving satisfaction
- Feed back to our customers and tell them how the findings from customer insight are used

What is 'Customer Insight' and why is it important?

Scomis are committed to responding to the needs of all customers internal, external and potential, and fully recognises that a deep understanding of these customer groups is vital to our organisation. We will listen, be responsive and proactive with a view to understanding our customers and their needs.

'Customer Insight' is the practice of effectively identifying our customer groups and consulting and engaging with them in a meaningful way that will enable us to gain their perception of the outcomes of our service delivery. It is not just about collecting information but about using that information to improve our service delivery and increase customer satisfaction levels.

We recognise that it is important to identify our customers' behaviours, attitudes, aspirations, needs and views, because only by

doing this can Scomis grow and deliver excellent levels of responsive and efficient customer service.

The benefits of using ‘Customer Insight’ for Scomis include:

- It is used at many levels within Scomis to enable continuous improvements
- It is used to deliver more efficient and effective services ensuring a more responsive and proactive service is developed
- It is used to target resources more effectively
- It supports improved service delivery and customer satisfaction
- It is used to increase customer confidence in our services
- It informs benchmarking activity that we recognise as being important to driving service improvements
- It demonstrates to our customers that we understand them and want to work together to achieve solutions

Ways in which customers can give us feedback include:

- By telephone: 01392 385300
- By email: scomis@devon.gov.uk
- At your account review meeting
- By clicking on the rating link in your resolution email
- By completing a feedback form on our website [here](#)
- By completing the feedback form in MyScomis
- By messaging us on social media

Opportunities to collect customer feedback include:

- Every interaction with a customer
- Surveys e.g. customer satisfaction surveys
- Customer journey mapping exercises
- Meetings

Benchmarking

Scomis recognises that benchmarking is an improvement process that helps organisations understand how they perform in comparison to other relevant organisations. To work well it needs to be a systematic and rigorous process designed to help organisations learn together and learn from each other, helping to identify and share good practice, with a view to making service improvements.

Scomis actively seeks opportunities for benchmarking against other industries and organisations that have similar processes with a view to driving service improvements.

Scomis leadership

The Consultation & Engagement Strategy is supported by the Head of Scomis, and the Senior Leadership Team.

The Head of Scomis Group and the SLT fully support this strategy and will act as the catalyst for using customer feedback, insight and information to drive development and improvement of services to meet customer needs and preferences.

Review

This strategy is subject to review on a timescale in line with the review of Scomis Business Objectives.

A handwritten signature in black ink that reads 'Debbie Foweraker'.

Debbie Foweraker
Head of Scomis