

Putting People First

Customer Engagement Strategy

2025-2028



Mansfield
District Council

EXECUTIVE SUMMARY

Mansfield District Council's Customer Engagement Strategy 2025 sets out its commitment to putting people first by delivering customer-centric services that are accessible, responsive, and full of empathy.

Aligned with the council's broader "Making Mansfield: Towards 2030" vision, this strategy outlines clear objectives to improve service delivery through listening and learning from customers, enhancing access, empowering staff, and using technology to create more seamless experiences.

Key priorities include:

- **Listening and Learning:** Using feedback to improve services and involving residents in shaping them.
- **Accessible and Inclusive Services:** Ensuring services are easy to access and meet diverse needs.
- **Empowered People and Culture:** Training staff to provide excellent service and resolve issues effectively.
- **Seamless Experiences:** Designing services around customers and using technology to streamline processes.
- **Measuring What Matters:** Focusing on customer satisfaction, responsiveness, and transparency.

A detailed action plan supports these priorities, with measurable goals and timelines to embed values like respect, accountability, and continuous improvement across all services.

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OVERVIEW

Mansfield District Council is committed to being a customer-centric organisation by putting residents and communities at the heart of everything we do. We need to listen carefully to feedback, design services that are easier to access and use, and communicate clearly and openly.

By understanding what matters most to our residents and working across teams to deliver seamless, responsive services, we aim to build trust, improve satisfaction, and make a real difference to people's everyday lives.

Making Mansfield: Towards 2030 is Mansfield District Council's strategic vision to transform the district into an ambitious, caring, and confident community where everyone can prosper. To support the delivery of our corporate ambition, we need to be a council that listens, responds and delivers.



CUSTOMER ENGAGEMENT OBJECTIVES

- To further develop a customer-centric approach to service delivery
- To make best use of technology to provide accessible services
- Provide measurable improvements for customers
- Improve transparency with customers through two-way communication
- To listen to and learn from our customers



OUR CUSTOMER ENGAGEMENT PRIORITIES

Listening and learning

- Actively seek feedback from residents, businesses, and communities.
- Use complaints, compliments, and engagement to improve services.
- Involve customers in designing and shaping services through consultation and co-creation.

Accessible and inclusive services

- Provide clear, simple access to services across multiple channels—online, phone, and face-to-face.
- Ensure services meet the needs of all residents, including those who may need additional support.
- Communicate in plain English and be transparent about decisions and actions

Empowered people and culture

- Support and train staff to deliver excellent customer service.
- Encourage teams to take ownership of customer issues and find solutions quickly.
- Recognise and celebrate behaviours that put customers first.

Seamless experiences

- Join up services around customer needs, not organisational boundaries.
- Use technology to make services quicker and easier to use.
- Design processes around key life events - like moving house

Measuring what matters

- Focus on the outcomes that matter most to our customers-such as satisfaction, resolution times, and ease of use.
- Report back on progress and demonstrate how feedback is shaping improvements.



OUR SERVICE STANDARDS

Our service standards ensure that we deliver consistent, high-quality experience.

By defining clear expectations for communication and responsiveness, we ensure that our residents feel heard and valued. For example, we aim to respond to all customer enquiries within five working days and resolve issues promptly. Additionally, we make sure our services are accessible in various formats, helping everyone, including those with additional needs, to easily engage with the council. This service standard and indeed the entire policy is closely aligned to our corporate communications and engagement strategy in this respect.

By clearly defining how we communicate, respond, and act, these standards help ensure that we meet the needs of our residents effectively and efficiently.

Standards are a crucial part of our strategy, aligning with our goal of putting people first, listening, and continuously improving to deliver services that are accessible, responsive, and customer-focused.



VALUE BASED APPROACH

To truly put the customer at the heart of everything we do, the council must adopt a value based approach when dealing with customers.

Respect and Empathy

Treat every resident with dignity, understanding their needs and concerns

Transparency and Accountability

Be open in our communications and take responsibility for our actions

Continuous Improvement

Always seek to enhance our services based on feedback and evolving needs

Collaboration and Inclusivity

Work together across departments and with residents to create solutions that work for everyone

Responsiveness

Ensure that enquiries are handled promptly, and issues are addressed with urgency

PUTTING OUR VALUES INTO ACTION

Value	Action	Timescale	Measure	Responsible Officer
Respect and Empathy	Provide tailored customer service training that focuses on active listening and understanding diverse customer needs	Commence programme November 2025	Collect feedback from residents on how well their concerns were understood and addressed	Communications and Customer Experience Manager Customer Services Team leader
	Refresh mandatory training on customer services	End of March 2026	Roll out training for completion	Learning and Development Manager
Transparency and Accountability	Provide bi-annual updates for residents on improvements	My Mansfield twice a year	Regularly assess whether communications are clear and whether expectations are met through an annual survey	Communications Team Leader Policy and Research Officer
	Develop a dashboard for better interpreting complaints and service development requirements	January 2026	Dashboard created	Policy and Research Officer

Value	Action	Timescale	Measure	Responsible Officer
Collaboration and Inclusivity	Foster cross-departmental projects that incorporate customer input into service design	November 2025	Monitor resident satisfaction with services developed through collaborative processes	Corporate Leadership Team
Continuous Improvement	Establish a feedback loop via online surveys	April 2026	Set key performance indicators (KPIs) for service improvements and track progress.	Policy and Research Officer
	Call satisfaction	January 2026	Feedback response rate	Customer Services Team Leader
	Telephony system review	April 2026	Contract award	Communications and Customer Experience Manager & IT Manager
	Implement webchat on 8x8	January 2026	Improve self service levels	Customer Services Team Leader

Value	Action	Timescale	Measure	Responsible Officer
Continuous Improvement	Customer satisfaction built into service KPIs along with complaint handling	April 2026	Satisfaction measure increase Reduction in complaints	Service Managers, Communications and Customer Experience Manager supported by the Policy and Insight Officer
	Working with tenants participation groups to improve services and dissemination of information	July 2025 commencement	Improved tenancy satisfaction rates	Assistant Director for Housing
Responsiveness	Set clear service level agreements (SLAs) for response times (e.g., within 48 hours).	By August 2025 then reviewed annually	Monitor and report response times monthly.	Customer Services Team Leader
	Implement the digital post room to improve response times	August 2025	Reduce costs annually by £25k	Communications and Customer Experience Manager

CONSULTEES

Corporate Leadership Team

Customer Services Team Leader

Policy and Research Officer

Communications and Insight Team Leader

ICT Delivery Manager

Departmental Service Managers