

## NORTH LANARKSHIRE COUNCIL

## REPORT

TO: Social Work Committee	Subject:  <b>Introduction of Customer Feedback Forms</b>
FROM: Jim Dickie Director of Social Work	
DATE OF COMMITTEE: 18th April, 2000.	
REPORT AUTHOR: John Scott, Principal Officer, Criminal Justice	
REF: JD/JSS/HS/Co_0075	

**1. PURPOSE OF REPORT**

The Purpose of this report is to :

- Inform the Committee of the introduction of Customer Feedback forms by the Social Work Department.

**2. BACKGROUND**

2.1 The Social Work Department, as part of its Best Value and Public Information Strategies, has sought to improve the ways in which we provide our services. Underpinning this are developments in the means by which we communicate with service users, to encourage comment on the services we provide.

2.2 This report provides information on the introduction of measures to ascertain the views of those who access Social Work Services - at our offices, by telephone, or by visits to their homes.

2.3 The measures notified in this report are themselves part of wider work undertaken to improve customer service and public information about Social Work Services. Information will be provided to future Committees about these measures, which will include the introduction of a Customer Service Charter, a Charter entitled Social Work 2000, and the development of a comprehensive strategy for consultation with stakeholders.

**3. CUSTOMER FEEDBACK FORM**

3.1 The Customer Feedback Form is being introduced to allow service users who visit or phone Social Work Services to comment on the standard of service they received.

3.2 The form will be used at local area level, and the analysis of information will provide managers with the information needed to ensure that local services provide the highest quality of customer service.

3.3 The Customer Feedback Form complements information on Customer Complaints, available in every Social Work office, to ensure that service users are encouraged and able to provide comment on services.

#### 4. SURVEY OF SERVICE USERS

4.1 Information available through use of the Customer Feedback form will be supplemented by an annual telephone survey of service users, administered centrally. The survey, too, will obtain information about the standard of service received at offices or by telephone, but will also obtain comment on the standard of service given when staff visit service users at home.

#### 5. IMPLEMENTATION

5.1 Implementation of the Customer Feedback Form and Survey of Service Users will be accompanied by briefings and discussion within the Department about the standards of customer service expected of Social Work staff. This will be set in the context of the wider developments noted in Section 2 - Background.

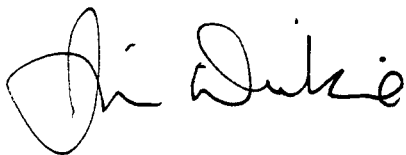
5.2 Standards of service in many aspects of Social Work are of high quality and this work is intended to ensure that best practice applies in all areas of service.

5.3 These measures will be supported an internal guidance note for Social Work staff which provides greater detail on the standards of service expected of Social Work staff working in North Lanarkshire. This includes guidance on both standards of practice and on the physical standards of buildings.

#### 6. RECOMMENDATION

The Committee is asked to :

- Note the development of the Customer Feedback Form and arrangements for the Survey of Service Users.
- Approve that the results of customer surveys will be reported to future Social Work Committees.



**JIM DICKIE,  
DIRECTOR OF SOCIAL WORK  
6TH APRIL, 2000.**

(For further information contact John Scott, Principal Officer, Criminal Justice - Telephone 01698 332029)