

**SERVICE MODEL - PROVIDING FEEDBACK THROUGH THE CUSTOMER CARE TEAM**

**Purpose Statement:** Helping those who wish to provide feedback about PHSO to do so through a number of channels and making sure our service is open and accessible to all.

METHOD - Feedback		
Objectives	Actions	Behaviours/Working Practices
What can we help with?	<ul style="list-style-type: none"> <li>• Make sure people know and understand how to provide feedback and what will happen with it to manage expectations.</li> <li>• Helping people to understand how we will consider feedback and when we will review a complaint.</li> <li>• Resolving an issue - identifying times when it is appropriate to resolve an issue or dispute straight away.</li> </ul>	<ul style="list-style-type: none"> <li>➤ On the Customer Care line I will actively listen, check my understanding and respond appropriately and specifically to the issue.</li> <li>➤ On the Customer Care line I will empathise and use language that the individual understands.</li> <li>➤ I will make any reasonable adjustments that are necessary to communicate with the individual.</li> <li>➤ I will help people understand the role of the Customer Care team and what will happen with the information they provide.</li> <li>➤ I will be upfront about our timescales for handling feedback.</li> </ul>
Feedback Process	<ul style="list-style-type: none"> <li>• Explain what we do and what to expect - giving people upfront information about what we will need to consider a review of a case and why.</li> <li>• Capture key data to help us determine :                             <ul style="list-style-type: none"> <li>○ What feedback is being provided?</li> <li>○ Evidence of the review criteria.</li> <li>○ The remedy sought.</li> </ul> </li> <li>• Focus on capturing the key points of the feedback from discussions with the individual.</li> </ul>	
Information or signposting	<ul style="list-style-type: none"> <li>• If Customer Care are not the right team to help, ensuring we deliver feedback to the right place i.e new enquiries to Intake, draft report comments to Investigators</li> </ul>	

METHOD		
Channels to contact us:	Actions	Behaviours/ Working Practices
Telephone	<ul style="list-style-type: none"> <li>• Accurately record the following:                             <ul style="list-style-type: none"> <li>○ Individual's name;</li> <li>○ Address;</li> <li>○ Type of feedback provided; and</li> <li>○ Whether the individual has contacted us before.</li> </ul> </li> <li>• Use case management system to search for individual to determine how to action the contact by either:                             <ul style="list-style-type: none"> <li>○ Creating a feedback record</li> <li>○ Passing the communication to another staff member more appropriately placed to deal with it (e.g. if the contact relates to a previous case, either open or closed),</li> <li>○ Answering query not relating to a specific feedback (e.g. why do I need an MP referral?).</li> </ul>                             Record accurate details of the contact and action on case management system.                         </li> </ul>	<ul style="list-style-type: none"> <li>➤ I will provide tailored advice about the feedback process and what the Customer Care team can and cannot do.</li> <li>➤ I will check the complainant has understood how to provide feedback and knows what we will do with it.</li> <li>➤ I will offer a polite, professional advice service, proactively offering to help when needed.</li> <li>➤ I will clearly explain what information I need and why.</li> <li>➤ I will take time to make sure I understand the feedback listening carefully, with respect and impartially.</li> <li>➤ I will agree a communication method with the complainant.</li> <li>➤ I will be proactive in managing my workload.</li> <li>➤ I will ensure I keep an accurate audit trail of every action/decision taken.</li> </ul>
Email/ letter	<ul style="list-style-type: none"> <li>• Accurately record the following:                             <ul style="list-style-type: none"> <li>○ Individual's name;</li> <li>○ Address;</li> <li>○ Type of feedback provided; and</li> <li>○ Whether the individual has contacted us before.</li> </ul> </li> <li>• Use case management system to search for individual to determine how to action the contact by either:                             <ul style="list-style-type: none"> <li>○ Creating a feedback record.</li> <li>○ Passing the communication to another staff member more appropriately placed to deal with it (e.g. if the contact relates to a previous case, either open or closed).</li> <li>○ Answering query not relating to a specific feedback (e.g. why do I need an MP referral?).</li> </ul> </li> </ul>	

Online complaint form	<ul style="list-style-type: none"> <li>• Record accurate details of the contact and action on case management system.</li> <li>• Accurately record the following: <ul style="list-style-type: none"> <li>○ Individual's name;</li> <li>○ Address;</li> <li>○ Type of feedback provided; and</li> <li>○ Whether the individual has contacted us before.</li> </ul> </li> <li>• Use case management system to search for individual to determine how to action the contact by either: <ul style="list-style-type: none"> <li>○ Creating a feedback record.</li> <li>○ Passing the communication to another staff member more appropriately placed to deal with it (e.g. if the contact relates to a previous case, either open or closed).</li> <li>○ Answering query not relating to a specific feedback (e.g. why do I need an MP referral?).</li> </ul> </li> <li>• Record accurate details of the contact and action on case management system.</li> </ul>	<ul style="list-style-type: none"> <li>➤ I will look after the information I am entrusted with and be fully compliant with our records management policies.</li> <li>➤ I will make any reasonable adjustments that are necessary to communicate with the individual.</li> <li>➤ I will accurately capture any accessibility requirements and the reasonable adjustments needed.</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>• Once communication has been allocated by External Affairs &amp; Strategy, respond to individual through communication portal to ask them to contact PHSO (so we can decide whether to look into their case), either by: <ul style="list-style-type: none"> <li>○ Telephone/SMS.</li> <li>○ Email/Letter.</li> <li>○ Online complaint form.</li> </ul> </li> </ul>	

**Outcome Produced**

I. Creation of a new feedback record; or  
II. Answer to a query not relating to specific feedback.

Service Standards	Quality Assurance
<ul style="list-style-type: none"> <li>• No more than 5% call abandon rate.</li> <li>• 95% calls answered within 60 seconds.</li> <li>• New feedback acknowledged within 48 hours.</li> <li>• X% contacts satisfied with help given (PROPOSED).</li> <li>• X% satisfied customer service was good (PROPOSED).</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Care Quality Assurance process. Sets out what decisions need to be approved and at what level.</li> <li>• Line manager open casework sampling. Creates a chance to intervene on a case if needed/appropriate at the earliest opportunity.</li> <li>• Central sampling. Associate quality assurance caseworkers and a central team sample closed cases.</li> <li>• Thematic sampling . Occasionally, we will commission an in-depth review of specific areas of casework this will be completed by the associate quality assurance caseworkers or the central team.</li> <li>• Casework risk assurance. Ongoing oversight by Assistant Directors and regular reporting.</li> </ul>

**What Good Looks Like**

- Members of the public understand our role, evidenced by customer satisfaction feedback.
- The work has been progressed in an efficient and timely manner and within Service Standards.
- An accurate audit trail of every action/decision was made.
- The service standards have been met/exceeded.
- Policy and process has been followed and can be evidenced.