

**ELECTORAL OFFICE FOR NORTHERN IRELAND
MANAGEMENT BOARD PAPER**

Date of Meeting: 28 January 2010

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Transition from Chartermark to Customer Service Excellence (CSE)

- (a) The Management Board are aware of the mandatory transition from Chartermark to Customer Service Excellence. Key issues need to be agreed and taken forward.
- (b) Background – EONI have held the Chartermark award since 2008. The Cabinet Office is replacing the Chartermark Standard with Customer Service Excellence. The Chartermark Team have applied for and agreed an Assessment visit for EONI scheduled for 1-2nd March. This will be a transition visit during which the organisation will be assessed for the Chartermark award for 2010 and provided with a gap analysis for the award of Customer Service Excellence.
- (c) Existing Policy and Practice - Chartermark can be applied for and awarded for a further year but EONI must apply for the Customer Service Excellence Award in 2011. To obtain the CSE award the organisation must achieve compliance on 5 Criterion
 - i) Customer Insight
 - ii) Culture of the Organisation
 - iii) Information and Access
 - iv) Delivery
 - v) Timeliness and Quality of Service
- (d) An Action Plan for consideration by the Management Board is attached (Annex A).
- (e) Advantages and Disadvantages of Options – Not Applicable.

- (f) Section 75 – The areas identified for action promote equality of opportunity for all staff/customers.
- (g) Human Rights Considerations – Not Applicable.
- (h) Financial/Personnel implications of options – there will be costs (eg, CSE launch /staff time) involved in ensuring the key areas identified for improvement are taken forward.
- (i) Presentational/media issues –The award of Chartermark/CSE is a recognised Government standard in customer service excellence and achievement of the award could be promoted by the organisation.
- (j) Time constraints –The Action Plan will be presented to the Assessor at the assessment visit (1-2 March). Agreed actions will need to be in place shortly after this to allow the organisation to work toward obtaining the CSE award in 2011.
- (k) Evaluation –CSE presents a challenge to the standards of customer service throughout the organisation. The Chartermark Team are aware that the current structure and methodology of the team will not be suitable for meeting the challenge and recognise that CSE must be understood and welcomed by all members of staff which will require a different approach.
- (l) Recommendation - It is recommended that the Management Board note the content of this paper and agree action required.

ANNEX A

Issue	Action required	Lead responsibility	Implementation date	Status	Comments
<p>1. Structure for achieving Customer Service Excellence Award – 5 Criterion</p>	<p>1. Project Manager to be appointed with responsibility to move toward achieving CSE in 2011.</p> <p>2. Sufficient resources to be allocated to achieving the award.</p> <p>3. Project Teams to be appointed across all levels of the organisation to work on specified criterion.</p>	<p>Media/Information appointee</p> <p>Snr Management</p> <p>Project Manager</p>	<p>by May 2010</p> <p>Immediate</p> <p>June 2010</p>		
<p>2. Launch of CSE across organisation (Relates to Criterion 2 – Culture of organisation).</p>	<p>1. Agree commitment to launch to whole organisation.</p> <p>2. Agree venue and contact guest speaker(Leon Winston from Cabinet office recommended)</p> <p>3 Staff encouraged to participate in CSE working teams</p> <p>4 Regular updates/continual involvement encouraged.</p>	<p>Douglas/Snr Management</p> <p>Chartermark Team</p> <p>Project Manager</p> <p>Project Manager</p>	<p>January 2010</p> <p>February 2010</p> <p>Ongoing</p> <p>Ongoing</p>		
<p>3 Focus groups (relates to Criterion 1,3 ,4 and 5</p>	<p>1. Expertise on running focus groups to be sourced.</p> <p>2. Training for key office staff on setting up and facilitating groups</p> <p>3. Focus groups in area offices</p>	<p>Chartermark team with Assessor</p> <p>Training Provider</p> <p>Project</p>	<p>February/March 2010</p> <p>June/July 2010</p> <p>September/Oct 2010</p>		

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	dealing with local groups 4. Feedback to Project Manager and Action Plan on issues identified	Manager/AEOs	Nov/Dec 2010		
4 Commitment to delivering and developing Customer focused services (Criterion 2 element 2.1.5/2.2.1)	1. Provide Customer Care Refresher Training for existing staff 2. Customer Care Training for new staff 3. Customer focus skills included in recruitment drives.	Lisa Cherry Lisa Cherry Lisa Cherry	By September 2010 By September 2010 B y September 2010		
5. Customer Charter	1. Standards of customer service and methodology for monitoring to be reviewed to comply with CSE. 2. Review of format of customer information leaflets	Snr Management/current Chartermark team Claire McGrattan	by 30 April 2010 by June 2010		
6. Comment cards	1. Review of customer comment cards to meet requirements of CSE eg inclusion of customer choice 2. Review of election comment card As above 3. Include comment card with Canvass reminders to measure satisfaction (1.3.3)	Project team Current team/Claire Current team	by August 2010 Immediate Immediate		
7. Customer segmentation	1. Brainstorming session to identify customers and methods of engagement.	Current team	Immediate.		

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