

Draft Communications Plan

Customer First

Jenny Bishop
Communications Manager

August 2007

Project Title: Customer First

Lead Officer: Tracy Winser

Executive Members: John Tucker, Hilary Bastone

Link to Corporate Priorities: CP 5

Project Overview: To promote better customer service across the organisation. This communication campaign is designed to ensure that all services are aware of the need to uphold and deliver on their service standards for communication.

Launch Date:

Internal launch – September 2007

External launch – February 2008

Performance Target: All services to be compliant with service specific and corporate Customer First standards by end of January 2008

Budget available for marketing

David Incoll has confirmed a small corporate budget will be made available for the print, design and production costs arising from this plan.

Marketing Communications

This project will be communicated... ✓ Direct to audience ✓ via media ✓ via third party to both internal and external audiences, using targeted communications appropriate to each stakeholder group.

Key:

CMT Corporate Management Team
DI David Incoll
JB Jenny Bishop
KH Kathy Harries
KS Katie Stephens
SA Sue Amos
TW Tracy Winser

Marketing/Communications Mix

Communications tool	For internal audience	Action	For external audience	Action
Public Relations	<ul style="list-style-type: none"> Internal launch in September 2007 	JB	<ul style="list-style-type: none"> Press activity for external launch in February 2008 	JB
Exhibitions/Events	<ul style="list-style-type: none"> Team Talk – explain rationale behind Customer First culture shift Internal Notice board displays, from Sept 2007 via Team Talk Champions Display of Customer First standards in each office as per CPs/Mgmt standards, from Sept 2007 Member briefing to be held on Customer First 	DI TW CMT TW	<ul style="list-style-type: none"> Promoted at any consultation events held 2008 onwards Promoted by Members at Parish Council meetings, 2008 onward Display in Follaton House reception 	CMT Members TW
Direct Mail	<ul style="list-style-type: none"> Staff Newsletter – explain rationale, support available and timescale for launch to the public. Article for Oct & Dec newsletter required, followed by updates every 6 months. As above but for Member Bulletin 	TW & KH TW & SA	<ul style="list-style-type: none"> Inclusion of individual service standards to be included with all written communication to customers, 2008 onward Inclusion of standards in Council Tax booklet, Mar 2008 Inclusion of standards in South Hams Magazine Spring 2008 issue 	CMT KS JB
Online/New Media	<ul style="list-style-type: none"> Standards for each service to be publicised on the Intranet 	CMT	<ul style="list-style-type: none"> Recorded message for on-hold system 2008 onwards Standards to be advertised on the website 2008 onwards Email signature including service standards to be considered 	TW TW TW
Advertising/Publications	<ul style="list-style-type: none"> Campaign posters/leaflet/guide to be drawn up for activities outlined in this plan 	N/A	<ul style="list-style-type: none"> Inclusion of standards in Performance Plan Jun 2008 	KS
Sales Promotion	N/A	N/A	N/A	N/A
Personal Promotion	<ul style="list-style-type: none"> Induction – give overview of Customer First and corporate communication standards, from Sept 2007 Team Meetings – report failure demand, from 2008 Training – adequate training to be provided for customer facing staff, from Sept 2007 	TW CMT CMT	<ul style="list-style-type: none"> Standards to be discussed with customers at any face to face meetings – e.g. customer calling into Follaton House to apply for benefit given info on standards to expect 	All staff