

Customer Service Standards

2026/2029

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City of
Stoke-on-Trent

Our Commitment

At Stoke-on-Trent City Council, we want everyone to have a good experience when using council services. We will make services easy to use, give clear information, keep you updated and work to resolve your issue as quickly as possible.

However you use or contact a council service, we will provide a consistent, professional and helpful service.

> **Our commitment is to make council services easy to use, keep you informed and help you get the right outcome as quickly as possible.**



Our Service Promise

When you use a council service, we will:

1. Make Things Easy and Help Resolve Your Issue



- Make services and information easy to find and understand.
- Help you reach the right service.
- Aim to resolve your issue as early as possible.
- Reduce unnecessary steps, delays and repeat contact.
- Tell you clearly what will happen next.

2. Keep You Informed



- Be clear about what will happen next.
- Tell you if there are delays and explain why.
- Provide updates when we have said we will.
- Set realistic expectations about timescales and outcomes.

3. Be Respectful and Professional



- Treat everyone fairly, with dignity and respect.
- Listen carefully and seek to understand your needs.
- Be polite, professional and approachable.

4. Take Ownership



- Take responsibility for your enquiry wherever possible.
- Aim to resolve issues at the first point of contact.
- Work across council services to provide joined-up support.
- Direct your enquiry quickly to the right team when specialist help is needed.

5. Provide Choice and Accessibility



- Offer different ways to access council services.
- Make information clear and easy to understand.
- Provide reasonable adjustments and extra support where needed.
- Help people who find it difficult to use digital services.
- Provide language and communication support where appropriate.
- Make sure people are not excluded because of disability, language, digital access or personal circumstances.

6. Protect Your Information



- Handle your personal information securely.
- Respect your privacy.
- Use your information responsibly and lawfully.
- Be clear about how your information is used.

7. Listen, Learn and Improve



- Listen to residents and use feedback, compliments and complaints to improve.
- Learn when services have not worked as they should.
- Review services regularly and make them easier to use.
- Use digital technology where it can provide a better and quicker service.
- Tell residents how feedback has helped us improve.

8. Support Digital Inclusion



- Provide easy-to-use digital options wherever possible.
- Help people build confidence using digital services.
- Continue to support people who cannot use services digitally.
- Make sure no one is excluded because of their circumstances.

How You Can Help Us

You can help us provide a good service by:

- Treating staff and other people with respect.
- Giving us accurate and complete information.
- Keeping appointments or telling us if your plans change.
- Using online and self-service options when they work for you.
- Telling us when something has gone well or could be improved.

Abusive, threatening or discriminatory behaviour towards staff or other people will not be accepted.



Be ready

Have key details to hand when you contact us.



Keep us updated

Tell us if your needs or plans change.



Share feedback

Help us learn what works and what needs to improve.

What You Can Expect From Us

These standards explain what you can expect when you use a council service. We will publish clear information about how well we are doing and use the results to improve services.

We will look at whether services are easy to use, whether issues are resolved, whether people are kept informed and whether residents trust the Council to provide a good service.

Area	What you can expect	How we will measure it
Digital and self-service options	Where a service can be provided simply and safely online, we will make it easy to find and use. We will tell you what happens next and, where possible, allow you to track progress. Help will remain available if you cannot use the digital service.	Website availability of 99%. New digital services will meet accessibility standards. Successful digital completion will increase year on year.
Telephone and callback services	Straightforward requests may be handled through automated services. More complex enquiries and people who need extra support will be helped by a council adviser. Where available, you can ask us to call you back.	We will aim to answer 95% of calls within 5 minutes and keep abandoned calls below 5%. We will also monitor callbacks, access to the right service and avoidable repeat contact.
Email and online forms	You will receive a clear response or update within published timescales.	Acknowledgement within 1 working day if an automatic reply is not available. Full response within 10 working days, or an update explaining next steps.
Face-to-face support	People visiting council locations will be greeted promptly and helped to access the right service. Language support, reasonable adjustments and assisted digital help will be provided where appropriate.	90% of visitors greeted within 5 minutes. Support needs and reasonable adjustments will be monitored.

Social media	We use social media to share information and answer general questions. For service reports, complaints or personal matters, we may direct you to a secure form, phone number or the right service. A post or message may not create a formal service request.	90% of customers greeted within 5 minutes; reasonable adjustments and assisted digital support offered where needed.
Complaints	Complaints will be acknowledged, investigated and answered in line with the Council complaints process.	Stage 1 complaints answered within 10 working days and Stage 2 within 20 working days, or you will be told if more time is needed.
Ongoing cases	You will be kept informed when an issue cannot be resolved straight away.	Updates every 10 working days unless a different timescale has been agreed.
Resolving your issue	We will aim to resolve enquiries as early as possible and avoid unnecessary hand-offs or repeat contact.	75% first contact resolution. Repeat contact will be reviewed to identify service improvements.
Language and communica-tion support	We will provide language or communication support here appropriate and explain information in a way you can understand.	Support requests and feedback will be monitored to improve access and inclusion.

For published telephone measures, the Council will make clear whether the measure covers access to an automated service, a council adviser, or both.

How We Will Measure Your Experience

We will measure more than speed. We will look at whether services are easy to use, whether issues are resolved, whether people are kept informed and whether support is inclusive.

Measure	What it tells us	Reporting
Issues resolved at first contact	Whether issues were resolved without avoidable hand-offs or repeat contact.	Reported quarterly and used to improve services.
Residents kept informed	Whether people received clear updates and knew what would happen next.	Reported quarterly and used to improve services.
Easy to use and deal with	Whether services were simple to access and use.	Reported quarterly and used to improve services.
Overall satisfaction	How people feel about the service they received.	Reported quarterly and used to improve services.
Repeat contact	Where people had to contact the Council again about the same issue.	Reported quarterly and used to improve services.
Complaints upheld	Where complaints show that service standards were not met.	Reported quarterly and used to improve services.
Successful digital completion	Whether people can complete online services without unnecessary contact.	Reported quarterly and used to improve services.
Experience of people who need extra support	Whether services are inclusive and meet additional support needs.	Monitored and used to improve support and inclusion.
Resident confidence	Whether service experience is improving trust and confidence.	Monitored and used to improve support and inclusion.

Headline Public Dashboard

We will publish a small set of measures so residents can see whether services are easy to use, whether issues are being resolved and whether we are keeping people informed. We will use the results and residents' feedback to improve services.

1. Issues resolved at first contact
2. Residents kept informed
3. Easy to use and deal with
4. Overall satisfaction
5. Repeat contact
6. Complaints responded to on time
7. Successful digital completion
8. Experience of people who need extra support
9. Resident confidence in council services

Results will be reviewed regularly and used to resolve issues earlier, reduce avoidable contact, improve digital services and provide better support for residents, businesses and partners.





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