

**Bracknell Forest Council
Record of Decision**

Work Programme Reference	1093923
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1. **TITLE:** Customer Experience Strategy 2021-2024

2. **SERVICE AREA:** Delivery

3. **PURPOSE OF DECISION**

To approve the Customer Experience Strategy 2021-2024

4 **IS KEY DECISION** Yes

5. **DECISION MADE BY:** Executive

6. **DECISION:**

RESOLVED that

- i. the Customer Experience Strategy 2021 – 2024 is approved.
- ii. the outline work programme included in the Strategy is agreed.
- iii. the governance arrangements proposed in paragraph of the Executive Director:Delivery's report are agreed.

7. **REASON FOR DECISION**

- i. A clear direction for Customer Experience is important for the Council, to ensure the work of the Customer Experience department continues to contribute effectively to the strategic objectives of the Council, and the ongoing satisfaction of residents with the services the organisation provides.
- ii. The work programme is reasonably well defined for the first year of delivery. However, beyond that timeframe, it is difficult to predict exactly what projects will be needed, as this environment continues to evolve.
- iii. Governance of the strategy will be managed through existing structures. Progress on the delivery of the strategy will be managed through the Ways of Working User Panel, which will meet monthly. Half-yearly progress reports will be taken to CMT, and annual reports to the Executive. The annual review by the Executive will also approve the work programme for the following year.

8. **ALTERNATIVE OPTIONS CONSIDERED**

Continue operating "business as usual" but without any review of the strategic direction. This approach risks missing opportunities, or the work of the Customer Experience department being focused in areas that do not meet the Council's strategic objectives.

9. **DOCUMENT CONSIDERED:** Report of the Executive Director: Delivery

10. **DECLARED CONFLICTS OF INTEREST:** None

Date Decision Made	Final Day of Call-in Period
26 January 2021	2 February 2021