

Action Plan



Swale Borough Council's Customer Experience Strategy 2025 – 2029

Appendix II

Goal	Action Items	Priority	Lead	Due Date
Streamline Interactions	Ensure customers are informed of what to expect at every stage through communication that is clear, up to date, accurate and timely	Medium	Lisa Fillery	Q2 2027
	Continuing to increase the range of services available through self-service, giving our customers the option to choose the most convenient for them 24/7	High	Lisa Fillery	Q1 2027
	Make our channels easy to use and understand by making use of the best possible technology	Low	Lisa Fillery	Q3 2026
	Transform our customer service model with the customer in mind to reduce demand and focus on resolving issues at first point of contact to meet expectations	High	Emma Wiggins	Q2 2026

Goal	Action Items	Priority	Lead	Due Date
Gather Insights and Adapt	Introduce an approach to gather and track customer feedback consistently	Medium	Lisa Fillery	Q2 2027
	Regularly review performance metrics and customer satisfaction levels	High	Lisa Fillery	Q1 2026
	Routinely use data to identify trends, so we can improve processes and make them more suitable for our customers	Medium	Emma Wiggins	Q1 2026
	Ensure customers are involved in the development of and redesign of our service	Low	Emma Wiggins	Q3 2027

Goal	Action Items	Priority	Lead	Due Date
Uphold Integrity and Excellence	A council wide commitment to deliver the Customer Experience Promise and a consistent customer experience across all departments where we encourage a culture of responsibility and taking ownership	High	Lisa Fillery	Q3 2027
	Ensure services are easily accessible, inclusive and address diverse equality needs	Medium	Lisa Fillery	Q4 2027
	All staff have the knowledge and skills (including digital skills) to deliver an excellent customer experience through continuous training and quality assurance	High	Emma Wiggins	Q3 2026
	To provide targeted support and resources to the digitally excluded and most vulnerable members of the community to make sure that all customers can access our self- service channels	High	Emma Wiggins	Q2 2026
	Transform the work of our customer facing and back-office teams, reducing their administrative tasks and focusing them on providing more customer centric services	High	Lisa Fillery	Q4 2027