

Appendix 1:

Customer Strategy 2026–2031

One Council delivering for Dumfries and Galloway

Dumfries
and Galloway



Introduction



Dumfries and Galloway Council's Customer Strategy 2026–2031 sets out our commitment to putting customers at the heart of everything we do. It explains how we will take a clear, council wide approach to customer experience, making sure services are designed and delivered around the needs, expectations, and real-life experiences of the people and communities we serve. People contact the council in many different ways and for many different reasons. This Strategy recognises that excellent customer service must be consistent and reliable whether services are accessed online, in-person, by phone, or through supported channels. Our aim is to provide services that are easy to understand, simple to use, and fair for everyone. By focusing on accessibility, inclusion, and responsiveness, we will reduce barriers and ensure no-one is excluded because of how they interact with the council.

A key focus of the Strategy is building a strong, customer centred culture across the organisation. Delivering a positive customer experience is everyone's responsibility. Clear standards, consistent ways of working, and a commitment to

continuous improvement will help staff provide respectful, helpful, and professional service at every point of contact. By listening to feedback, learning from best practice, and using insight to improve services, we will build trust, improve outcomes, and make it easier for customers to move smoothly between services.

The Customer Strategy works alongside the Council Plan, the People Strategy, and the Digital Strategy. Together, these strategies support a one council approach, bringing service design, workforce development, and digital improvement together. This ensures our staff have the right skills and support, our systems are modern and reliable, and our services are efficient, sustainable, and focused on what matters most to customers.

Through this Strategy, Dumfries and Galloway Council explains how we will deliver clear, consistent, and accessible services across all channels, and continue to improve how customers experience our services.



Policy Context

The Customer Strategy 2026–2031 sits within a broader organisational landscape that emphasises digital transformation, people-centred service delivery, and a unified one council approach. It reflects both national and local ambitions to create modern, inclusive, and resilient public services that meet the needs of citizens, communities, and businesses across Dumfries and Galloway.

In alignment with the Digital Strategy and People Strategy, the Customer Strategy recognises the importance of strong organisational culture, digital capability, and collaborative working. It positions customer experience as a shared responsibility across all services, ensuring that workforce, digital, and customer planning are tightly integrated. By adopting this holistic approach, the council can ensure that every service is designed and delivered with customers at the centre, supported by modern systems, skilled employees, and continuous improvement mindsets.



Vision

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To put customers at the heart of everything we do, delivering inclusive, accessible, and user-centred services that empower every resident, business, employee, and visitor to engage with the Council seamlessly.

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Objectives

1. **Customer Experience:** Prioritise understanding customer needs, expectations, and lived experience, ensuring that services are designed around real-world requirements.
2. **Connected Customer Journeys:** Provide seamless, user-friendly digital and in-person channels, ensuring no one is left behind due to digital exclusion or other barriers.
3. **Developing Our People's Potential:** Equip staff with the skills, tools, and support to deliver compassionate, confident, and knowledgeable customer support.
4. **Listening and Involving:** Actively engage with citizens, communities, and partners to co-design services, gather feedback, and ensure all voices are heard.
5. **Measuring What Matters:** Use data and insight to understand customer needs, monitor satisfaction, and drive service improvements, while maintaining transparency and trust.

Principles

The Customer Strategy is built on a foundation of principles designed to ensure fairness, accessibility, and consistency for all customers. These principles guide everyday decision-making and shape how services are developed, delivered, and evaluated.

- **Accessibility:** Services are easy to find, use, and understand for everyone.
- **Inclusion:** No one is excluded due to geography, ability, language, or digital skills.
- **Respect:** Every customer is treated with dignity, kindness, and fairness.
- **Responsiveness:** Services adapt to changing needs and feedback.
- **Transparency:** Clear communication about services, standards, and performance.



Delivery Enablers

- **Leadership & Culture:** Foster a customer-first mindset across all teams and services.
- **Skills & Capability:** Build customer service skills and capability in staff, ensuring everyone can deliver excellent service.
- **Collaboration and Partnerships:** Work with communities, businesses, and partners to co-create customer-focused solutions.
- **Technology & Tools:** Provide staff and customers with the right tools and platforms to support high-quality service delivery.
- **Governance:** Maintain robust governance and accountability for customer service improvements.

Success Measures

- Develop a Council-wide Customer Experience Framework setting out standards, behaviours, accessibility, expectation and design principles for all services, which allows the council to measure progress and impact.



