

Appendix 2:

# Customer Strategy Delivery Plan 2026–2031

*One Council delivering for Dumfries and Galloway*

Dumfries  
and Galloway



Strategy Objective	Description	Action	Tasks	Timescale	Responsible Team	Links
<b>Customer Experience</b>	Prioritise understanding customer needs, expectations, and lived experience, ensuring that services are designed around real-world requirements.	<p>Develop a Council-wide Customer Experience Framework to set consistent standards and design principles across all services.</p> <p>Review customer experience across services to support agreed 2026–2029 budget savings. (Budget Template 2.10)</p>	<p>Develop a Customer Charter</p> <p>Develop consistent corporate customer service delivery standards</p> <p>Develop a set of KPI's / metrics to measure each service's adherence to standards and response to customer feedback</p> <p>Undertake a structured review of customer experience across services, to improve consistency, reduce duplication across customer contact and access routes, and inform service model changes that support the delivery of agreed savings within the Council's Budget Strategy for 2026–2029.</p>	March 2027	Customer Services	<p><b>Council Plan</b></p> <p><b>Digital Strategy</b></p> <p><b>People Strategy</b></p>

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<b>Connected Customer Journeys</b>	Provide seamless, user-friendly digital and in-person channels, ensuring no one is left behind due to digital exclusion or other barriers.	Implement council-wide customer access principles that integrate digital and physical service channels, with a focus on accessibility, inclusivity, and removing barriers for all users.	<p>Co-design standard with frontline teams and customers.</p> <p>Define clear expectations for responsiveness, accessibility, and assisted digital support.</p>	March 2027	ICT and Digital/ Customer Services	<p><b>National Digital Strategy</b></p> <p><b>DGC Digital Strategy</b></p>

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Developing Our People's Potential	Equip staff with the skills, tools, and support to deliver compassionate, confident, and knowledgeable customer support.	Employee Development	<p>Review and update mandatory customer service eLearning undertaken as part of corporate induction</p> <p>Enable, through managers, all employees access to council systems including digital upskilling</p>	September 2027	Organisational Development	Digital Strategy
		Coaching and Mentoring	Through our leadership hub we will launch a structured coaching and mentoring programme for employees at all levels			People Strategy
		Workforce Planning	Expand existing talent development programmes to incorporate professional customer service upskilling across all frontline customer service delivery			

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<b>Listening and Involving</b>	Actively engage with citizens, communities, and partners to co-design services, gather feedback, and ensure all voices are heard	Establish and embed a comprehensive, inclusive engagement and feedback framework that brings together communities, partners, and stakeholders to codesign services, capture diverse insights, and transparently integrate contributions into continuous service improvement.	<p>Establish collaborative engagement forums</p> <p>Implement structured, ongoing feedback mechanisms to introduce consistent and varied ways for people to share their views — including surveys, suggestion boxes, online forms, and digital engagement tools — to capture a broad range of perspectives and experiences.</p>	September 2027	Customer Services	<b>Digital Strategy</b>



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<b>Measuring What Matters</b>	Use data and insight to understand customer needs, monitor satisfaction, and drive service improvements, while maintaining transparency and trust.	Establish a unified, evidence driven customer insight framework that routinely gathers, analyses, and shares customer data and feedback to identify needs, monitor satisfaction trends, and inform continuous service improvements, ensuring all insights are communicated transparently to build and maintain trust	<p>Define a Council-wide customer insight framework setting out:</p> <ul style="list-style-type: none"> <li>Core insight principles (evidence-led, inclusive, transparent)</li> <li>Standard definitions (e.g. satisfaction, resolution, trust indicators)</li> <li>Agree minimum insight standards for all services (what must be collected, how often, and how it's used)</li> <li>Map existing insight activity and data sources already referenced in strategy documents (surveys, complaints, compliments, engagement feedback)</li> </ul>	September 2027	Customer Services	<b>Digital Strategy</b>

Strategy Objective	Description	Action	Tasks	Timescale	Responsible Team	Links
<b>Collaboration and Partnership</b>	Work collaboratively across teams, services, and with external partners to deliver joined-up, efficient, and effective customer experiences.	Create a coordinated partnership framework that brings together internal teams, services, and external organisations to jointly design, align, and deliver customer focused solutions, ensuring consistent standards, shared objectives, and seamless end to end experiences for customers.	<p>Establish collaborative engagement forums where services and partners can jointly:</p> <ul style="list-style-type: none"> <li>Design customer-focused solutions</li> <li>Address cross-service customer journeys</li> </ul> <p>Use co-design approaches already promoted in the strategy to involve customers, communities, and partners in shaping solutions</p> <p>Encourage early involvement of partners in service design rather than at delivery stage</p>	September 2027	Customer Services	<p><b>Digital Strategy</b></p> <p><b>People Strategy</b></p>

