

Customer Service Excellence

The SRCCG underwent the annual Customer Service Excellence (CSE) inspection on 21st November 2108. This was the fifth annual inspection since the CCG was first awarded CSE in 2014. The results are summarised below. The CCG showed no deterioration in overall performance, maintaining 'Partial Compliances' in only 3 out of a total of 64 criteria. These 3 'Partial Compliances' were for criteria 2.1.4, 4.1.2, and 5.3.2 (see below). Essentially these were for failing to meet some National (NHS) targets.

What is worthy of particular note is that the CCG has shown continuous improvement for the fifth year running, by achieving a further two 'Compliance Plus' awards this year. These 2 were for criteria 2.2.4 and 4.1.1 (see below). Essentially these were for CCG Staff embedding their customer insight and experience into service planning, and in setting challenging targets in our commissioned services (for example the new HFT contract).

This brings the total number of criteria designated as 'Compliance Plus' to 15, and represents almost 25% of the total number of criteria, a remarkable achievement.

As well as gaining external accreditation through the CSE assessment, and in being the only CCG in the Country which has CSE for the whole organisation, the CCG continues to be recognised as a well performing, excellent organisation, by its comparators with the 360 degree NHS survey, and the recent Audit reports. The CCG's achievement has also been recognised by other CCG's, and staff have been invited to present their innovative work on communications and engagement and customer service, to a number of CCG's across the country.

NHS England also requested the CCG to present a report to the IAF Patient & Community Engagement Workshop in Leeds on 10th January, to showcase the work we have done to achieve an excellent rating for Domain B.

A summary of all the criteria which have a designation of 'Compliance Plus', and brief overview is given below. The comments are extracts from the 67 page report from the CSE assessor. The whole report will be published on our new website.

Attached at **Annex One** is a chart which shows the continuous progression of the 'Compliance Plus' awards since 2014.

Overview

"...The CCG is in a period of change as three CCGs have been brought together in relation to some of its management functions, with one Accountable Officer... The strengths of the CCG lie in its Consultation and Engagement Team, and engagement with customers and stakeholders is core to identifying service needs and how customers would like services to be delivered.

Consultation is fully embedded in the commissioning process. Its performance in relation to consultation easily outstripped many of its comparators in the national NHS 360 degree survey.

The extent to which it has achieved this has been recognised in feedback from NHS England. Communications are good and the Team have been successful in developing innovative approaches to getting their health messages across to their customers. Performance, as for many of its peers, is mixed, but the CCG is very open about how it performs and actions it is taking through, and with its providers to improve...."

1.0 Customer Insight

"...The CCG continues to develop excellent insight into the needs of its customers. It achieves this not only through access to key demographic and health data, but importantly through consultation and engagement with its service users and customer groups to help it understand customers' needs and provide insight into what they want from their local health services. This is fundamental and core to how the CCG commissions the services its citizens need and in the way that best suits them. The NHS has categorised the CCG's Consultation Strategy and processes as 'Outstanding'

There are good levels of feedback through surveys and good attendance at local events and public meetings, which provide further evidence of the effectiveness of the work of the Communications and Engagement Team. Satisfaction levels are good and the CCG now includes the requirement for satisfaction feedback within all new commissioned contracts".

The CCG continues to be fully compliant in relation to Criterion One. It merits Compliance Plus in relation to the following Elements:

1.1.1; We have an in-depth understanding of the characteristics of our current and potential customer groups based on recent and reliable information

1.1.2; We have developed customer insight about our customer groups to better understand their needs and preferences.

1.1.3; We make particular efforts to identify hard to reach and disadvantaged groups and individuals and have developed our services in response to their specific needs.

1.2.1; We have a strategy for engaging and involving customers using a range of methods appropriate to the needs of identified customer groups

1.2.2; We have made the consultation of customers integral to continually improving our service and we advise customers of the results and action taken

1.3.5. We have made positive changes to services as a result of analysing customer experience, including improved customer journeys.

Element 2.1.4 remains Partially Compliant

2.1.4 We ensure that all customers and customer groups are treated fairly and this is confirmed by feedback and the measurement of customer experience.

2.0 The Culture of the Organisation

"...The CCG Governing Body is wholly committed to delivering customer focused services. They actively attend consultation events and activities and, through their Values, and the existence of the Consultation and Engagement Sub-Committee, ensure that their ethos of engagement and consultation with customers is core to how staff within the CCG work. Staff across the CCG are able to demonstrate this and that customer insight is core to service improvements and the commissioning process. Overall, there is clearly a very customer focused culture across the organisation stemming from the CCG's Chair, Governing Body, Lay Member and Senior Managers."

The CCG continues to be fully compliant with this criterion and it merits Compliance Plus for the following elements

2.1.1; There is corporate commitment to putting the customer at the heart of service delivery and leaders in our organisation actively support this and advocate for customers.

2.1.2; We use customer insight to inform policy and strategy and to prioritise service

improvement activity.

2.1.5 We protect customers' privacy both in face-to-face discussions and in the transfer and storage of customer information.

2.2.4 We can demonstrate how customer-facing staffs' insight and experience is incorporated into internal processes, policy development and service planning

3.0 Information and Access

"...The CCG Communications and Engagement Team provides quality information to the CCG's customers and potential customers across the districts served by them. It uses a range of channels and they work to ensure that information is provided in ways which are accessible, this includes making the AGM an interactive experience. The accessibility of information leaflets through Easy Read and improvements to the web site are further example of their understanding of customers' needs for accessible information. Partnership working, particularly the introduction of the new Community Care and Support Service continues to be a strength of the CCG."

The CCG continues to be fully compliant with this Criterion and to merit Compliance Plus in relation to the following Elements

3.4.1 We have made arrangements with other providers and partners to offer and supply co-ordinated services, and these arrangements have demonstrable benefits for our customers

3.4.2 We have developed co-ordinated working arrangements with our partners that ensure customers have clear lines of accountability for quality of service.

3.2.1. We provide our customers with the information they need in ways which meet their needs and preferences, using a variety of appropriate channels.

4.0 Delivery

"...The CCG continues to work within a framework determined nationally and within a very tight resource allocation. There is a very robust monitoring of performance and, whilst performance is good in some areas and improving in others, the CCG does not meet all of its delivery targets. As they do not deliver the services directly they have a clear focus on contract monitoring. The CCG is at the forefront of developing KPIs for their new Community Services contract and has become a national pioneer and leader in this with NHS England looking to develop these nationally. The CCG is very open about dips in performance and these and measures taken to remedy them are readily available through public discussion at Governing Body meeting, and through Media Releases. There are few complaints, which are now investigated externally in partnership with the CCG. Any lessons learnt are again publicly available."

It merits Compliance Plus in relation to the following Elements

4.1.1 We have challenging standards for our main services, which take account of our responsibility for delivering national and statutory standards and targets.

4.2.4 We have developed and learned from best practice identified within and outside our organisation, and we publish our examples externally where appropriate.

Element 4.1.2 remains Partially Compliant

4.1.2 We monitor and meet our standards, key departmental and performance targets,

5.0 Timeliness and Quality of Service

“...The CCG monitors its performance in relation to the timeliness of communications on a sample basis. The monitoring processes through the commissioning process remain robust. There are clear standards and targets. Whilst the CCG perform well in many, it does not achieve all of its targets”

Element 5.3.2 remains Partially Compliant

5.3.2 We are meeting our current standards for timeliness.

Andy Hudson

Governing Body Lay Member (Public & Patient Involvement)

