



Stafford
BOROUGH COUNCIL

Customer Service Excellence

Mark Street

Environmental Services Group Manager

Introduction

- Stafford Bereavement Services is based at Stafford Crematorium and Tixall Road Cemetery
- 2 other cemeteries

Recognition

- Green Flag for Tixall Road Cemetery
- ICCM Gold Award
- Customer Service Excellence

Customer Service Excellence Why Bother?

- Examine customer experience
- React to customer comments
- Record data
- Greater investment by staff in the service
- Encourages continuous improvement

Achieving the Award

- E+HS underwent its 2nd Year surveillance check (3rd audit) on 31st March 2014
- Evidence was submitted against the 57 criteria including comprehensive information on how we deal with complaints – which was our 1 partial compliance
- We continue to meet the requirements of the standard
- We no longer have any partial compliances, and fully meet all 57 criteria.
- Full assessment April 15 result awaited

Strengths

1) Staff “away days”,



- 2) Street-Scene targeting services to directly meet community needs,
- 3) Changes to service delivery as a result of customer feedback from “ratemypage” and customer satisfaction surveys,

Benefits to Service Delivery and Customer Experience

- Two new Cremators, with only minimal disruption to services



New Services in Bereavement

- Recycling of Metals £8k given to local charities



New Services in Bereavement

- Streaming service for customers to join funerals when unable to attend in person
- DVD of funerals
- Music Engine with over 80,000 tracks for funerals

New Services in Bereavement

- On line cremation booking service (24/7) for funeral directors
- £7,000 investment in the cemetery café – patio area
- Procurement of memorial masons, to repair unsafe headstones at no cost to the bereaved family
- Hard standing alongside benches for wheelchair users

New Services in Bereavement

- Open days consultation
- Trial of new shoring system
- Awareness days for FDs
- Air conditioning for the Chapel and crematory
- Plans to refurbish the toilets