

# Customer Experience -Learning from Complaints

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- The West Dunbartonshire context
- The case for change
- Our approach to learning
- Early findings
- Next Steps



# The West Dunbartonshire context

- [About West Dunbartonshire](#)
- [Complaints profile](#)
  - Local
  - SPSO
- High-level complaint areas
  - The ‘usual suspects’?



# The case for change

- Strategic Improvement Framework
- Be the Best
- Code of Good Governance
- Telephone Survey



# Our approach to learning

- Customer Experience critical
- Reviewing the data
  - Raw complaints information
  - What does it tell us
- Identification of key topics
  - Link with services on responses / action taken
  - Suggested improvement actions

# Early findings

- Clear trends emerging
- Key improvement areas emerging
- Working on universal actions
- Linked to OD & Change for training issues



# Next Steps

- Tracking trends
- Geographical analysis
- Enhancements to complaint recording



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