

Scrutiny Scoping Document

Title of Review topic	
Customer Communication and Service Standards Task and Finish Group	
Objectives	
What does the Board/Task and Finish Group hope to achieve by considering the topic? What are the issues the T&F are hoping to address	Review how residents report issues, receive updates and understand service standards across Council services relating to waste services, highways, anti-social behaviour / community safety; identify opportunities to improve consistency, communication, automation and customer experience.
What will be the indicators of success?	Success will be demonstrated through the development of clear, well-informed recommendations to the relevant Cabinet Members. These recommendations will aim to improve consistency of customer communications, feedback loops, service standards and system integration; clearer customer journey identified.
When will the review be evaluated?	Following implementation of recommendations and future scrutiny monitoring
What will be included in the scope of the review?	Resident reporting processes relating to a representative sample of a cross-section of Council Services. To include: communication of service expectations; progress updates and closure notifications; systems integration, automation and customer feedback.
What will be excluded from the scope?	Detailed operational performance of individual services; service performance matters not directly related to customer communication. Services not identified as part of the Task & Finish Group.
Does the review link with any existing strategies or policies? Is this currently being reviewed/refreshed?	The review aligns with a range of strategies/policies to include: • One Coventry Plan • Compliments, Comments and Complaints policy • Customer service and digital transformation • Performance management framework and systems integration
Methodology	
How will the review be carried out? e.g. surveys, site visits, select committees etc.	The review will be delivered through a combination of: • Evidence sessions with waste services, highways, anti-social behaviour /

	community safety service areas, transformation and customer services officers; • Review current process mapping; • Review of communication journeys, reporting systems and examples of good practice. Key lines of enquiry: • How residents currently report issues across the three service areas. • How expectations regarding response times and service standards are communicated. • How residents receive progress updates and confirmation when actions have been completed. • Examples of effective communication and automated feedback currently in place. • How different Council systems and reporting mechanisms interact. • Opportunities to improve consistency, transparency and customer confidence through greater alignment of processes and communications across services.
Barriers and Risks	
What are the barriers and risks to the review? Any ethical considerations?	The review covers wide cross-cutting themes and involves several service areas. A key risk will be getting availability from the various teams and officers needed to provide evidence, which could affect timescales. There is also a risk that the review becomes too broad, given the range of services and systems involved. Other barriers may include inconsistent data, different reporting processes across services, limited system integration, and the need to manage expectations about what can realistically be changed. Ethical considerations include ensuring that any resident feedback or case examples are anonymised, handled sensitively, and used only to understand themes rather than focus on individual complaints or service failures.
How can these be managed/overcome?	These risks can be managed by keeping the scope focused on a small number of agreed service areas and using clear lines of enquiry for each session. Early engagement with relevant officers will help secure availability and agree realistic timescales. Evidence should focus on themes, customer journeys

	and examples of good practice rather than individual cases. Any resident feedback or case studies should be anonymised and handled sensitively. The group should also be clear about what is within its influence, recognising that some improvements may require longer-term system changes or wider service transformation.
Equality and Diversity	
Does the review have any potential implications for Equality and Diversity?	Potential positive impact through more accessible, consistent and transparent communication for residents.
Timescales and reporting procedure	
List any key dates/events which might impact on the timescales of the review	N/A
Anticipated number of meetings	2-4 meetings (indicative).
Scrutiny Board portfolio	Scruto
Cabinet Member portfolio	Strategic Finance & Resources plus others
Anticipated reporting date to Scrutiny Board	7/04/2027
Anticipated reporting route – Cabinet Member/Cabinet	
Report of.....	
Comms involvement	
Task and Finish Group Members	