

# Customer Action Plan

**2024 - 2027**



# Principles of Quality Customer Service

Our services are based on the guiding 12 Principles of Quality Customer Service for public sector organisations. This Action Plan sets out the steps the RTB will take to make sure we comply with these principles.

## 1) Quality service standards

Principle	Publish a statement that outlines the nature and quality of service which customers can expect and display it prominently at the point of service delivery.
Actions	<ul style="list-style-type: none"><li>• Publish an up-to-date Customer Charter and Action Plan that details the type of services we provide, and the quality our customers can expect.</li><li>• Publish the Customer Charter and Action Plan on our website and display it prominently in our public office.</li><li>• Regularly review our Customer Charter to ensure we consistently meet the standards of customer service set out.</li></ul>

## 2) Equality and diversity

Principle	Ensure the rights to equal treatment established by equality legislation, and accommodate diversity, to contribute to equality for the groups covered by the equality legislation (under the grounds of gender, marital status, family status, sexual orientation, religious belief, age, disability, race and membership of the Traveller Community). Identify and work to eliminate barriers to access to services for people experiencing poverty and social exclusion, and for those facing geographic barriers to services.
-----------	--



<b>Actions</b>	<ul style="list-style-type: none"> <li>• Protect and respect equality, diversity and human rights in all dealings with our customers, and within our services, procedures and processes, in line with Public Sector Duty principles.</li> <li>• Continue to provide Equality, Diversity and Disability Awareness Training for all staff.</li> <li>• Promote awareness of our Access Officer.</li> </ul>
----------------	---

### 3) Physical access

<b>Principle</b>	Provide clean, accessible public offices that ensure privacy, comply with occupational and safety standards and, as part of this, facilitate access for people with disabilities and others with specific needs.
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Make sure that our physical office and hearing facilities are accessible and meet the necessary standards.</li> <li>• Make sure that office accommodation helps mobility for all customers.</li> <li>• Make sure our website complies with disability access requirements.</li> <li>• Make sure health and safety policy and procedures consider physical accessibility.</li> </ul>

### 4) Information

<b>Principle</b>	Take a proactive approach in providing information that is clear, timely and accurate, is available at all points of contact, and meets the requirements of people with specific needs. Ensure that the potential offered by Information Technology is fully availed of and that the information available on public service websites follows the guidelines on web publication. Continue the drive for simplification of
------------------	---



	rules, regulations, forms, information leaflets and procedures.
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Review and increase proactive communications to keep our customers informed of the status of their registration, dispute case or query and other important information.</li> <li>• Review and ensure our correspondence is in plain English and easy to understand.</li> <li>• Make sure our interactive voice recording messages (IVR) on our contact centre phones are clear, user-friendly, and direct customers to the relevant areas.</li> <li>• Make sure information on rtb.ie is accurate, up-to-date and useful, and is tailored to our different customer groups.</li> <li>• Continue to upgrade our website facility to increase access to a wider range of services and information.</li> </ul>

## 5) Timelines and courtesy

<b>Principle</b>	Deliver quality services with courtesy, sensitivity and minimum delay, fostering a climate of mutual respect between provider and customer. Give contact names in all communications to ensure ease of ongoing transactions.
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Make sure our staff provide a friendly, courteous, efficient, timely and punctual service.</li> <li>• Make sure staff provide their names when answering or making phone calls.</li> <li>• Make sure contact details are provided in all communications.</li> <li>• Continue to invest in customer service and quality training for all frontline staff.</li> <li>• Monitor customer satisfaction with the timeliness and courtesy of staff and act on any issues raised.</li> </ul>



## 6) Complaints

<b>Principle</b>	Maintain a well-publicised, accessible, transparent and simple-to-use system of dealing with complaints about the quality of service provided.
<b>Actions</b>	<ul style="list-style-type: none"><li>• Make sure our customer complaints and comments system is widely known and available to our customers.</li><li>• Raise awareness of staff in relation to the causes of complaints and effective complaint handling.</li><li>• Prepare management information reports on complaints to contribute to the future development of services.</li></ul>

## 7) Appeals

<b>Principle</b>	Maintain a formalised, well-publicised, accessible, transparent and simple-to-use system of appeal or review for customers who are dissatisfied with decisions in relation to services.
<b>Actions</b>	<ul style="list-style-type: none"><li>• Make sure our appeals process is well publicised, clear and accessible for customers.</li><li>• Monitor and record any appeals from customers who are dissatisfied with decisions taken by the RTB and act where appropriate.</li></ul>



## 8) Consultation and evaluation

<b>Principle</b>	Provide a structured approach to meaningful consultation with, and participation by, the customer in relation to the development, delivery and review of services. Ensure meaningful evaluation of service delivery.
<b>Actions</b>	<ul style="list-style-type: none"><li>• Conduct and use feedback from surveys, focus groups, comment cards, and other monitoring systems to improve performance, by identifying common issues and putting measures in place to address these issues.</li><li>• Review findings of customer surveys and incorporate feedback into ongoing training and development.</li><li>• Monitor the levels of consultation by the Authority with all relevant stakeholders on a regular basis.</li></ul>

## 9) Choice

<b>Principle</b>	Provide choice, where feasible, in service delivery including payment methods, location of contact points, opening hours and delivery times. Use available and emerging technologies to ensure maximum access and choice, and quality of delivery.
<b>Actions</b>	<ul style="list-style-type: none"><li>• Implement a multi-channel customer contact system, using technology to introduce more choice for our customers, and improve contact with us.</li><li>• Continue to develop our website to provide additional services.</li><li>• Continue to develop our social media presence to provide information and to interact with customers, where possible.</li></ul>



## 10) Official languages equality

Principle	Provide quality services through Irish or bilingually and inform customers of their right to choose to be dealt with through one or other of the official languages.
Actions	<ul style="list-style-type: none"><li>• Make sure services are available to our customers in their choice of official language, Irish or English.</li><li>• Improve the level and standard of services provided through Irish.</li><li>• Make sure staff are made aware and reminded of their obligations under the Official Languages Act.</li></ul>

## 11) Better coordination

Principle	Foster a more coordinated and integrated approach to delivery of public services.
Actions	<ul style="list-style-type: none"><li>• Continue to build on our model of customer engagement to provide an enhanced customer-centred focus that actively listens to feedback to improve service delivery.</li><li>• Introduce process improvements and develop new systems to deliver a high quality and efficient service.</li><li>• Use technology to equip frontline staff to deliver up-to-date, comprehensive information to our customers.</li><li>• Centralise and improve the co-ordination of our customer and stakeholder events.</li></ul>



## 12) Internal customer

Principle	Ensure staff are recognised as internal customers and are properly supported and consulted about service delivery issues.
Actions	<ul style="list-style-type: none"><li>• Provide leadership at all levels across the organisation, to motivate staff and provide clear direction, inspiration and support, to ensure continuous improvement in the services we deliver.</li><li>• Provide necessary support to staff ahead of any major change programme.</li><li>• Provide ongoing support to staff to allow them to carry out their duties in a healthy and safe environment, and to provide excellent customer service to staff.</li><li>• Provide training and development for staff to allow them to meet their objectives and for personal development.</li><li>• Develop an innovative culture which leads to process improvements and the delivery of services more efficiently.</li><li>• Ensure effective communication across the organisation.</li></ul>

