



**What the team have found**

**Communication**

Things just go into a **big black hole**".

## Introducing the 'gold standard'

This discovery set about to understand the common experience of customers to establish a high-level standard that is intended to be broadly applicable to any service area.

## What does the gold standard look like for customers?



## Next Steps

We now have over 50 recommendations that the programme and service areas need to consider, each details the insight and includes a recommendation for the service area to take forward. We will update you on progress in our next citizen briefing.

**Getting our staff to think differently** - We are using the new Customer Charter to support a culture change with all employees. The Charter defines the minimum standards of customer service that every employee should be delivering in simple plain English. It also defines how we want citizens to treat our employees. To find out more about the charter [click this link](#)



If you wish to talk to the programme team, please drop them an email on [customerserviceprogramme@birmingham.gov.uk](mailto:customerserviceprogramme@birmingham.gov.uk).

Thanks for reading.

