

Giving feedback to the consumer service Partner Guidance General Consumer v 2.4

Citizens Advice consumer service

July 2021



Contents

Document information

Contents

Guidance

Providing feedback categorised

Escalating your feedback

How is feedback actioned

The role of the Citizens Advice operations team

Document purpose

The purpose of this document is to detail the process for the provision of general consumer feedback on the Citizens Advice consumer service by service partners.

Guidance

There are instances when service partners wish to give feedback to the Citizens Advice consumer service on cases they have received through referrals and, for some Trading Standards Services (TSS), notifications.

It may be that a client's contact information is missing or wrong, or it may be that the receiving TSS is saying the information has been sent to the wrong place.

*** It is important to populate the correct Adviser ID in the field on the new form**

In most cases feedback should be given using the appropriate google feedback form , a copy of which can be found here:

https://docs.google.com/a/citizensadvice.org.uk/forms/d/18bmvr1okx_HKN3T9dG-xTPqN029uOE32Jz3RcohRIBs/viewform?edit_requested=true

It is important that the feedback reaches the appropriate adviser so that corrections can be made and learnt from. Clients can call the service several times for advice and may speak to several different delivery centres. The feedback may relate to an adviser that has not created the case but that took the second or even third call from the client.

To illustrate this:

- An adviser may have created a case in the Cardiff delivery centre,
- however when the client has called back for further advice they may have spoken to an adviser in the Manchester delivery centre. It is this advice that the service partner has feedback on.

It is important therefore for the service partner to note the relevant adviser ID in the field noted on the google feedback form, this will then direct the feedback appropriately.

This form enables the Service Support Team (SST) to track trends on the feedback data and report on feedback volumes which is used as a performance Indicator.

Due to local IT policies around firewalls some TSS may not have the option to access the google feedback form and will therefore be required to provide feedback on the previous excel feedback form/forms. All forms are available to access on the partner pages.

<https://www.citizensadvice.org.uk/consumer-partners/consumer-partners/business-processes/>

Providing feedback categorised

Feedback can be broadly categorized into four main types:

1. Non urgent
2. Urgent
3. Feedback where a response is required
4. Urgent Feedback where a rapid response is required

Non urgent issues

Non urgent feedback is a valuable source of information and may contain both compliments and general issues identified that are specific to a case. Whilst all feedback will be reviewed and action taken on each case as appropriate, the consumer service delivery centres will not respond directly to the feedback unless requested or they require additional information.

Urgent

Urgent feedback is feedback that requires immediate attention from the consumer service delivery centres. Suggested reasons might include :

- i) the case has been incorrectly referred to the service partner and needs redirecting
- ii) the legal advice recorded in the case is incorrect
- iii) the handling of the case is otherwise serious or inappropriate, for example the client has complained about the conduct of the consumer service to the service partner

Feedback where a response is required

The field on the new Feedback form should be populated:

| | |
|--|-----|
| Do you need a response from the contact centre? | Yes |
|--|-----|

Urgent Feedback rapid response from the consumer service:

When you require a rapid response to your feedback, that is, a response within the same working day (or if it is late in the day, early the following morning) it is appropriate to contact the delivery centre directly, using the below contact email addresses. A response is defined as the delivery centre replying to your query by making one attempt to call you or by sending you an email.

Please be aware that the delivery centre contacts listed here are for the use of service partners only and should not be shared with the general public.

Internal contacts for consumer service - not client facing:

| Delivery Centre | Delivery centre code (the prefix before the Case Ref number | Contact |
|------------------------|--|---|
| Gateshead | ZG | admin.gateshead@consumer.advice.org.uk |
| Manchester | ZM | admin.manchester@consumer.advice.org.uk |
| Caerphilly | ZC | admin.caerphilly@consumer.advice.org.uk |
| Cardiff | ZA | admin.cardiff@consumer.advice.org.uk |
| Staffordshire | ZS | admin.staffnorth@consumer.advice.org.uk |
| Torfaen | ZT | admin.torfaen@consumer.advice.org.uk |
| Lindsey | ZW | admin.westlindsey@consumer.a |

3. Escalating your feedback

If you need to escalate your feedback, you can do this by contacting the Service Support team via operations@citizensadvice.org.uk or 0300 5000 922

Reasons for escalation might include, but are not limited to;

- not receiving a response from the consumer service when you requested this on a feedback form;
- disputing the action taken by the delivery centre in response to the feedback you provided;
- you may have identified a specific issue you would like to bring to the attention of the operations team, perhaps as it relates to a problem trend or information content offered on the website.

In addition, on a monthly basis, the Citizens Advice consumer service support team completes a more detailed review of all feedback from service partners which helps to identify trends and informs training priorities and improvement plans agreed with delivery centres.

How is feedback actioned ?

On receipt of feedback, the delivery centre will add a contact onto the Flare case in question. A note will be made documenting the relevant points of the feedback. (It is recommended that advisers do not paste the entire feedback verbatim into the case as clients can request case notes and this may cause confusion.)

Action by the delivery centre will depend on the nature of the feedback, however as a minimum would generally include reviewing case notes and offering the adviser feedback. On occasions it may also include; reviewing a call or email response, formal adviser coaching or the invoking of a formal adviser development plan, implementation of small or large-scale refresher training or requesting a briefing or training support from the Citizens Advice operations team. These steps would not be listed on the Flare case.

The delivery centre will keep a log of all feedback. Partner feedback is also a Performance indicator measure for our delivery centres, the delivery centres are targeted around the percentage of feedback received in relation to referrals sent. Any feedback is taken seriously and proactively tracked.

Contacting service partners

When a request is made for the delivery centre to contact a service partner, the delivery centre will contact the partner using the contact details that the partner supplied in their feedback form or alternatively use the contact noted within the RAST protocols.

The role of the Citizens Advice Service support team

The Citizens Advice service support team will:

- review feedback from service partners
- maintain a current contact list for all Citizens Advice consumer service delivery centres to enable the timely management of feedback.

Disputed feedback

Where a delivery centre disputes the comments or has questions in relation to the feedback, they will make contact with the service partner in the first instance to attempt to understand and resolve any issues. In past experience most disputes are resolved very quickly however, if agreement is not able to be met the delivery centre will bring to the attention of the Service Support Team. We would request that any feedback is made respectfully and appropriately in tone to enable development for our service.

Maintaining and updating partners details

If there are any queries on the feedback process or the feedback form itself (e.g. my organisation is not noted on the dropdown list), please contact operations@citizensadvice.org.uk

Free, confidential advice.

Whoever you are.

We help people overcome their problems and campaign on big issues when their voices need to be heard.

We value diversity, champion equality, and challenge discrimination and harassment.

We're here for everyone.

The Citizens Advice consumer service provides free, confidential and impartial advice on consumer energy and post issues in England and Wales

Citizens Advice

200 Aldersgate Street
London EC1A 4HD

Telephone: 03000 231 231

www.citizensadvice.org.uk

www.adviceguide.org.uk

Citizens Advice is an operating name of The National Association of Citizens Advice Bureaux.

Registered charity number 279057.

