



## Your role with the customer



"I rang the council to get advice on my council tax. The person at the council **responded** to all my questions and my issue was solved within minutes."



"The trees on my road were becoming a safety hazard. I reported the issue and soon, there were council staff on my road **fixing** the problem."



"I wanted advice on how to get a promotion. I was given a great development plan and **guided** on what I needed to work on."



"I spoke to customer services and my case was passed on because it was more complex. My response was great, the situation was explained really clearly and the staff member used their **judgement** to find the best solution."



"I rang the council about a referral. A case was opened and the same person **owned** my case until it was solved."



"I had arranged for a big item to be collected because I couldn't take it to my local recycling site. I missed the collection date. I contacted the council and they **coordinated** a new pick up for me."



"I was worried about a leak in my rented house. I **reported** the issue and in a few days someone from the Council came and inspected my property. Everything was fine."



"I called about the progress of my housing repair request. The person on the phone was really helpful. I gave them my name and they instantly gave me an **update** on my case."



"I needed advice. I wanted to open a business. I called the council and explained my situation. The person on the phone took my details but said they would pass my case over to a colleague, Jane, who knew more about the issue. Jane explained the legislation update and was able to **decide** what I should do in order to comply with the new legislation."



"I wasn't sure about how to deal with my stress levels. We had a long conversation and I was **advised** on how I can manage my wellbeing."



## Your role with the customer

We have mapped roles to simple customer experiences, based on ten scenarios. The 'key words' are in bold.

**Customer Focussed Officer**

**Locality Officer**

**Operational Manager**

**Specialist Officer**

**Case Officer**