



**National Highways Limited**

# **Scheme Delivery Framework (SDF)**

## **PSC Scope**

### **Annex 4**

## **Customer Service**

**September 2021**

## CONTENTS AMENDMENT SHEET

<b>Amend. No.</b>	<b>Revision No.</b>	<b>Amendments</b>	<b>Initials</b>	<b>Date</b>
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1 CUSTOMER REQUIREMENTS	
1.1 Consideration of Others	
1.1.1	<p>The <i>Consultant</i></p> <ul style="list-style-type: none"> <li>• When instructed by the <i>Service Manager</i>, registers the Site under the Considerate Constructor Scheme and</li> <li>• complies with the Considerate Constructor Scheme's Code of Considerate Practice in Providing the Services - see <a href="#">Appendix 2</a>.</li> </ul>
1.2 Customer Service	
1.2.1	<p>The customer is any person or organisation that uses or is affected by the services, including:</p> <ul style="list-style-type: none"> <li>• road users,</li> <li>• communities and community groups,</li> <li>• tenants and persons and organisations that lease from the <i>Client</i> and</li> <li>• the public who use the works.</li> </ul>
1.2.2	<p>The <i>Client</i> has published an overarching Customer Service Strategy in <a href="#">Appendix 2</a>, which sets out the approach to improving services provided to its customers. The <i>Consultant</i> collaborates with the <i>Client</i> to support the successful delivery of this strategy. Key aspects of this strategy include</p> <ul style="list-style-type: none"> <li>• consistently effectively and efficiently Provide the Services; working to manage delays and make journeys as safe and stress free as possible,</li> <li>• improving our service and network; being more effective in the way we operate, maintain and improve our roads and</li> <li>• developing our relationships with customers; building strong dialogue with our customers and communities, providing information to help people make the best choices and understanding the needs and expectations of the customer.</li> </ul>
1.2.3	<p>The <i>Consultant</i> notifies the <i>Service Manager</i> of any customer service issues and provides support in the mitigation of any negative consequences that could affect the delivery of the service or achievement of the aims and objectives in the Customer Service Strategy.</p>
1.2.4	<p>The <i>Consultant</i> embeds throughout its workforce an understanding of <i>Client</i> imperatives, values, culture, strategy and objectives. Awareness should be fostered at every opportunity including at; on-boarding and induction,</p>

	performance reviews, site meetings and through delivery of learning and development opportunities including <i>Client</i> e-learning (once available).
1.2.5	The <i>Consultant</i> ensures that <i>Client</i> customer requirements are cascaded to and adhered by the extended supply chain.
1.2.6	The <i>Consultant</i> ensures that delivery of <i>Client</i> customer service requirements are fully inclusive and accessible and that this is evidenced within the Inclusion Action Plan.
1.2.7	The <i>Consultant</i> reviews their policies, procedures and processes to ensure that there are no adverse customer equality impacts throughout delivery of the services on protected characteristics or affected groups.
1.2.8	The <i>Consultant</i> uses demographic data and analysis to inform delivery of the services.
1.2.9	The <i>Consultant</i> evidences the involvement of diverse groups in agreeing communication channels and engagement activities, monitoring and evaluating satisfaction of these.
1.2.10	<p>The <i>Consultant</i> provides any information that is needed to enable the <i>Service Manager</i> to prepare statements or responses to questions or issues raised by or on behalf of any customer. The <i>Consultant</i> provides such information within any time periods which may be imposed by the <i>Service Manager</i> (acting reasonably having regard to the purpose of the provision of the information requested and to the nature and extent of the information requested). If the <i>Consultant</i> cannot provide the required information to support the <i>Service Manager's</i> response, the <i>Consultant</i> immediately notifies the <i>Service Manager</i>, detailing the reasons.</p> <p>The timescales are to be those as listed in the corporate customer complaints process in <a href="#">Appendix 2</a>.</p>
1.2.11	The <i>Consultant</i> implements the principles as set out in the <i>Client's</i> 'Roadworks A Customer View' in <a href="#">Appendix 2</a> . Alongside this, the "dynamic roadworks vision" is an aspiration to achieve by the end of Road Investment Strategy 2 (RIS2). The <i>Client</i> recognises that a balance needs to be made with cost and time constraints. Any deviations from implementing the principles set out in "Roadworks A Customer View" are to be agreed with the <i>Service Manager</i> .
1.2.12	The <i>Client</i> encourages the <i>Consultant</i> to innovate and challenge the conventions traditionally used to design and manage traffic to help deliver better outcomes on its network and for local communities affected by diversion routes.

1.2.13	<p>The <i>Consultant</i> will minimise impact to customers while delivering the <i>services</i>.</p> <p>The <i>Consultant</i> contributes to the traffic management communications plan of the start of planned works in which key messages, communication channels and target audiences are to be identified and which sets out the processes and procedures for communications.</p> <p>The <i>Consultant</i> is to contribute to engagement with the local and wider community, including businesses, to listen to their views and concerns and formulate solutions on an ongoing basis as part of the traffic management approach striving and demonstrating continuous improvement and customer engagement.</p>
1.2.14	<p>The <i>Client</i> has published The Road to Good Design in <a href="#">Appendix 2</a>, which sets out the <i>Client's</i> approach to connecting people, places and processes to achieve better outcomes. The <i>Consultant</i> collaborates with the <i>Client</i> to support the successful delivery of this approach.</p> <p>The <i>Consultant</i> will support the design vision of the <i>Client</i> to put people at the heart of plans by designing an inclusive, resilient and sustainable road network; appreciated for its usefulness but also its elegance, reflecting in its design the beauty of the natural, built and historic environment through which it passes, and enhancing it where possible.</p> <p>To achieve this vision the <i>Consultant</i> will utilise customer insight and local understanding and knowledge to embed the <i>Client's</i> ten principles, which state that good road design</p> <ul style="list-style-type: none"> <li>• makes roads safe and useful</li> <li>• is inclusive</li> <li>• makes roads understandable</li> <li>• fits in context</li> <li>• is restrained</li> <li>• is environmentally sustainable</li> <li>• is thorough</li> <li>• is innovative</li> <li>• is collaborative and</li> <li>• is long-lasting.</li> </ul>
1.2.15	<p>The <i>Consultant</i> undertakes customer maturity assessments (See <a href="#">Appendix 2</a>) as instructed by the <i>Service Manager</i>.</p>
1.2.16	<p>The <i>Consultant</i> produces a customer centric plan (see <a href="#">Appendix 2</a>) which covers its overarching customer principles under all its <i>Client</i> contracts.</p>

1.2.17	Following each maturity assessment, the outcomes identified by the <i>Client</i> will be incorporated into the <i>Consultant</i> customer centric plan.
1.2.18	The <i>Consultant</i> collaborates with the <i>Client</i> to create a customer plan which aligns with the Network Occupancy Communications Plan (NOCP) and the <i>Client's</i> overarching customer service strategic plan (See <a href="#">Appendix 2</a> ) which defines <ul style="list-style-type: none"> <li>• all customer stakeholder groups,</li> <li>• communication channels and timings for each stakeholder and</li> <li>• feedback protocols from customers.</li> </ul>
1.2.19	The <i>Consultant</i> records performance against customer and stakeholder performance metrics within the performance strategy.  The <i>Consultant</i> assures that all current and future customer service standards are complied with throughout the delivery of the <i>services</i> .
1.2.20	Following two weeks from the Contract Date, the <i>Service Manager</i> conducts customer audits of the <i>Consultant's</i> policies, procedures and practices at such times as required. The <i>Consultant</i> cooperates with such requests and provides all information requested by the <i>Service Manager</i> .
1.2.21	During the life of the contract, the <i>Service Manager</i> may suggest recommendations to the <i>Consultant's</i> quality plan to improve customer service assurance. The <i>Consultant</i> either implements these recommendations or responds to the <i>Service Manager</i> giving reasons why they are not accepted.
<b>1.3 Customer Relationship Management</b>	
1.3.1	The <i>Client</i> operates customer relationship management (CRM) system for managing all stakeholder and customer correspondence. (provide cross reference to information systems section of the scope). Where instructed by the <i>Client</i> the <i>Consultant</i> uses the <i>Client's</i> CRM system in managing all stakeholder and customer correspondence.
1.3.2	The <i>Consultant</i> liaises with the <i>Service Manager</i> to ensure that appropriate staff receives CRM training.
1.3.3	Training is arranged via the <i>Service Manager</i> by the Customer Service Team in the directorate