

Goal		Action	Status
Goal 1 Culture & Leadership	1.1	Customer First Training	Operational
	1.2	Business Plan Review	Operational
	1.3	Customer Experience Policy and Standards	In progress
	1.4	Rewarding Outstanding Service	Operational
	1.5	Staff as Organisation Ambassadors	Operational
	1.6	One Stop Shop	Operational
Goal 2 Reporting & Measurement	2.1	Establish KPI framework	Operational
	2.2	Improve our Business Processes	Operational
	2.3	Quality benchmarking program	Operational
	2.4	Complaint Management Framework	In progress
Goal 3 Customer Intelligence	3.1	Regularly measure customer satisfaction	Operational
	3.2	System Management Review	Operational
	3.3	Customer Journey Maps	Operational
	3.4	Develop Customer Personas	Deferred
Goal 4 Engagement Tools	4.1	CRM platform review	Deferred
	4.2	Single view of the Council to customers	Deferred
	4.3	Enhancement of Records Management	Operational
	4.4	Enhancement of Council's website	In progress
	4.5	Effective customer communication	In progress
	4.6	E-services business model	In progress
	4.7	Choice of cost effective access channels	In progress
Goal 5 Business Improvement	5.1	Organisational CII approach to Process Mgmt	Operational
	5.2	Annual Strategy Progress Report	Operational
	5.3	Knowledge Management Review	Operational