

Redbridge Customer Experience Strategy

2026-29



Foreword from Councillor Helen Coomb

Cabinet Member for Resources and Transformation



At Redbridge, the way residents access our services is just as important as the services themselves.

Whether someone contacts us online, by phone, or face to face, their experience should be consistent, clear and supportive.

Modernising and strengthening our customer channels is therefore a critical part of how we improve outcomes for our communities and ensure our services remain sustainable.

Residents' expectations are always changing. They rightly want services that are easy to access, responsive to their needs, and coordinated across different departments.

Our goal is to create a seamless, customer-centric experience at every point of contact.

Modernising and strengthening our customer channels is not about excluding anyone. It is about designing the right mix of ways for residents and businesses to choose how access our services, providing appropriate support, and ensuring that no one is disadvantaged by how they choose or

need to engage with us. By getting this right, we can reduce avoidable contact, improve efficiency, and free up capacity to focus on those residents with more complex needs.

This work requires more than changes to technology or processes. It represents a cultural shift in how we design services, how we work across teams, and how we use insight and feedback to drive continuous improvement in order to become a learning council. Strong governance, collaboration across services, and a shared commitment to putting the customer perspective at the centre of our decisions will be essential to success.

As Portfolio Lead for Resources and Transformation, I welcome these changes. Enhancing our customer channels and their collaboration will help Redbridge deliver accessible, resilient, and future-ready services we can all use.

Cllr Helen Coomb
Cabinet Member for Resources
and Transformation



Our Borough: Meeting Growing Needs Together

Redbridge is a vibrant and diverse community, and as more people choose to make it their home, the demand for our services continues to grow. We want to ensure that every resident can access support quickly and easily, without unnecessary frustration or delay.

Over the past decade, Redbridge's population has grown by 11%, from 279,000 in 2011 to 310,300 in 2021. With further growth expected, we are committed to evolving our services to meet the needs of all residents.



Some of the key areas where demand is increasing include:



Housing and Homelessness Support – More people are looking for affordable housing, and we want to ensure that families facing difficulties receive timely assistance.



Social Care and Support Services – As our population grows and ages, more people need extra help to live well and independently.



Employment and Economic Support – We aim to make job and training opportunities easily accessible for all residents.



Community and Public Services – As more families move into the borough, we must ensure schools, transport, and public spaces continue to serve everyone effectively.

Redbridge is committed to making sure that everyone in Redbridge feels supported. By improving how we deliver services, embracing digital tools, and working closely with our communities, we will make it easier for people to get the help they need without long waits or unnecessary steps.

Our Vision: Putting People First

We believe every resident should feel valued, heard and respected when they interact with the Council. Our goal is to create a seamless, accessible, and responsive customer experience that makes life easier for everyone in Redbridge.



Our Approach: Listening and Improving

**Great service starts with understanding what people need.
That's why we:**

Make services simple and easy to access, so residents don't have to explain their situation multiple times.

Listen to feedback and use it to shape and improve our services.

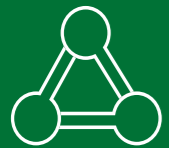
Provide early support to prevent small problems from turning into big challenges.

Enhance inclusivity and accessibility, ensuring services are available for all residents regardless of their language, ability, or digital proficiency.



Our Commitments to You

1 A Customer-First Culture



We will always treat residents with kindness and respect.



Our staff will be trained to offer helpful, friendly, and efficient service.



We will take responsibility for ensuring queries are resolved as timely and smoothly as possible.



2 Digital Access That Works for Everyone

Our online services will be easy to use, inclusive, and accessible to all.

While we promote a 'Digital First' approach, we will always provide ongoing support for those who need help using online services.

We will improve how different council services work together to provide quicker and more effective responses.

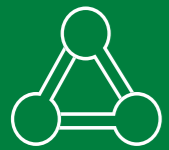
We will introduce a unified digital platform, allowing residents to track their service requests and interactions in one place and make it easier for them to see progress.

Real-time service updates will be available through SMS, email, or an app, ensuring residents stay informed about their service requests.

3 Simple and Effective Service Delivery



We will make our processes clear, fair, and easy to understand.



We will keep residents informed at every step, ensuring transparency in service delivery and progress at each point of their interactions with us.



We will use feedback, data, and AI-driven insights to inform and continuously improve the way we work.



AI-driven automation will handle simple service requests, freeing up our staff to focus on complex cases.

4 Strengthening Community Engagement

We will involve residents in co-creating and testing all our new services.

We will train community representatives, called Local Ambassadors & Community Champions, who will guide residents and reduce digital exclusion within our communities.

We will establish resident panels who will help shape services based on real community needs.



5 Supporting Our Staff to Deliver Excellent Service



We will provide ongoing training to ensure staff can deliver a high standard of service.



We will equip staff with the right tools and digital resources to serve residents efficiently.



We will encourage cross-department collaboration through a “One Redbridge” model, ensuring a seamless experience across council services.



How We're Making Things Better

Improving Digital Services

Making it easier to find information and complete tasks online.

Introducing 24/7 virtual assistants to provide instant help.

Improving digital systems so our staff can serve residents better.



Redbridge is becoming a Learning Council

Redbridge is using feedback from complaints, compliments, enquiries, Ombudsman reports, and staff experience to improve services.

Too often, feedback is used too late. The Learning Council turns this insight into action earlier, helping prevent problems, fix issues faster, and show residents that their voices matter.

What this means for residents

- Clearer communication about decisions and next steps
- Better ownership of issues across services
- Fewer repeat problems by fixing root causes
- Earlier action to prevent escalation
- More transparency about what's changed

A One Council approach

Residents will experience Redbridge as one organisation. Learning will be shared across services to improve the whole journey.



A simple learning cycle

Identify – Find patterns and recurring issues

Act – Work together to fix root causes

Track – Check if changes are working

Measuring success

- Fewer repeat complaints
- Less escalation to Members or the Ombudsman
- Faster resolutions
- Greater resident confidence
- Clear service improvements

Building a culture of improvement

This is not a one-off project, it's a new way of working for us in Redbridge

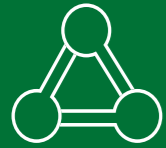
- Feedback is welcomed and valued
- Staff act early to resolve issues
- Barriers are identified and removed quickly
- Services improve continuously

Our goal

To make sure resident feedback directly shapes better services and outcomes for Redbridge residents.



Listening to Residents



Setting up resident co-creation panels to shape services.



Regularly collecting feedback and demonstrating how we use it to improve services.



Local Engagement Hubs and Community Spaces

Redbridge will be expanding on our local engagement hubs both physical and digital to deliver a modern, inclusive customer experience.

These accessible spaces will provide direct contact with council staff, helping build trust, reduce barriers, and ensure services reflect residents' real-life needs.

Our hubs play a key role in reaching those who may be digitally excluded, including older adults, vulnerable residents, people with disabilities, and those in our borough who may have language barriers.

We also recognise the vital role of informal support networks who need to access our information and access help, we aim to help residents live more independently and confidently.

Redbridge Council is committed to continually improving customer journeys and especially for those that need face to face conversations with our staff or voluntary sector.

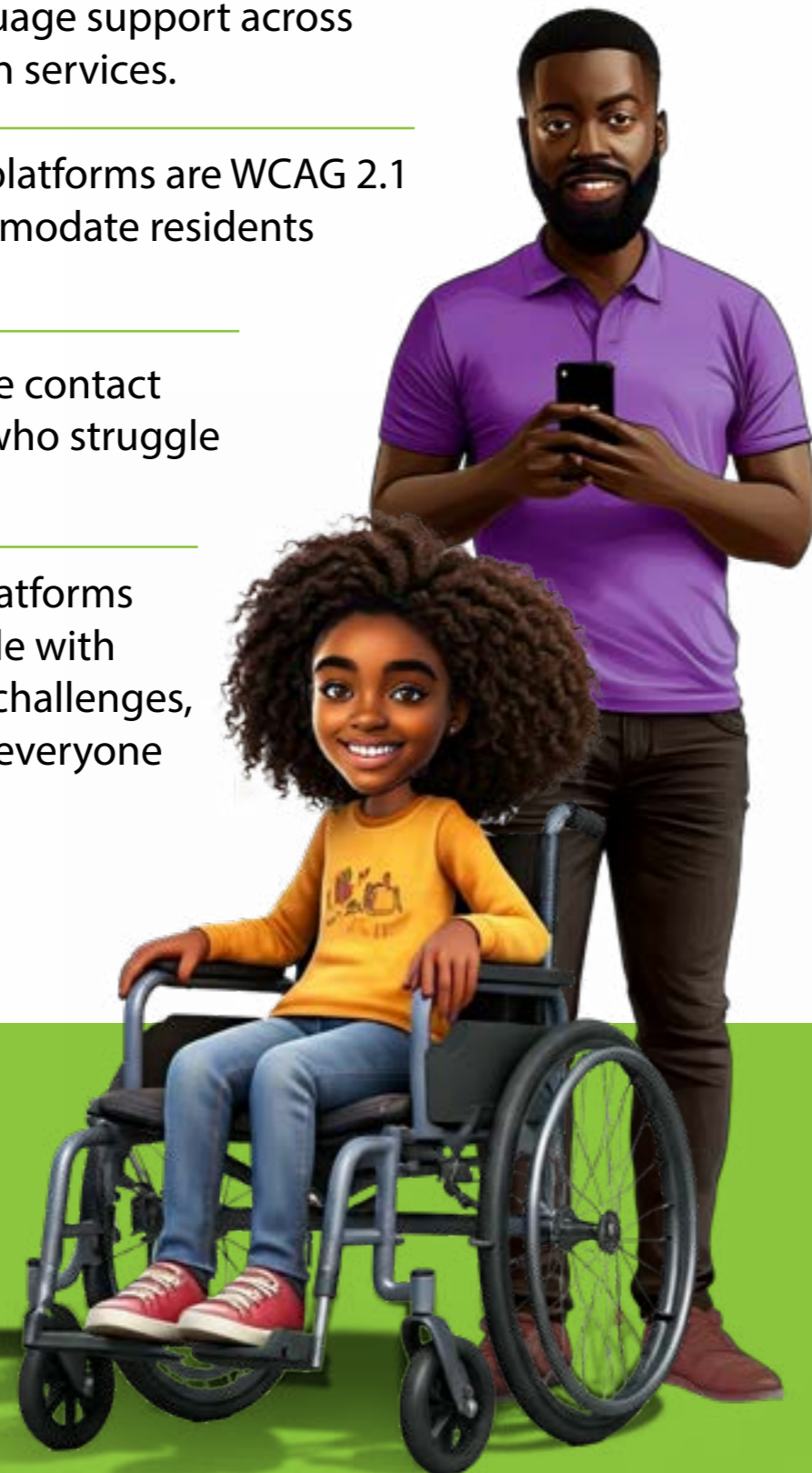
Enhancing Accessibility and Inclusivity

Offering multi-language support across digital and in-person services.

Ensuring all digital platforms are WCAG 2.1 compliant to accommodate residents with disabilities.

Providing alternative contact methods for those who struggle with digital access.

Accessible digital platforms to support for people with language or digital challenges, making it easier for everyone to connect with us.



Accessible Customer Experience Across All Channels in Redbridge

We believe that every resident should be able to access the services they need in a way that suits them best whether that's online, by phone, face-to-face, or through assisted digital support.

We recognise that residents interact with us in different ways, depending on their needs, preferences, and circumstances.

Our goal is to ensure that every one of these experiences feels seamless, consistent, and inclusive regardless of the channel used.

How Our Customer Experience Strategy supports Early Intervention

At Redbridge, great customer experience means making sure everyone feels included, it's all about designing services that work for everyone whatever their background, ability, or needs.

We're removing barriers, listening to a wide range of voices, and making sure our services are accessible whether that's online, in person, or through the way we communicate.

We use data and community feedback to spot where services can improve and make sure no one is left out.

Our strategy is designed to tackle disproportionality in Redbridge

We know that when some groups in Redbridge are not accessing our services, this is a sign of possible barriers they may be facing when they need help.

That's why a key part of our approach is to identify where these gaps are and improve outreach, adjusting how we deliver support, or removing obstacles that stand in the way.

Our goal is to make sure everyone, especially those most affected, can access the services they need fairly and effectively.

Operational Efficiency & Workforce Support



AI & automation for routine requests, freeing up staff time for complex cases.



Public accountability dashboards, displaying response times, customer satisfaction, and service performance.



Encouraging cross-department collaboration to improve case management and holistic support.



How We'll Measure Success

We will track and report on:

Customer satisfaction, aiming for at least 80% positive feedback.

Increased use of online services, making it easier for residents to access help.

Faster response times and fewer complaints.

More early interventions, ensuring we help people before issues escalate.

Customer journey analytics, to identify pain points and continuously refine service delivery.

Mystery shopper programs, to ensure quality service through anonymous user testing.

Real-time sentiment analysis, to identify resident concerns and improve services dynamically.

Conclusion

We want to make life easier for the communities and people of Redbridge. By embracing new technology, digital tools, listening to resident feedback, and making our services more efficient, we will create a system that works for everyone who live and work in Redbridge.

This strategy is about more than just improving council services, it's about ensuring that every resident feels supported, respected, and empowered. Together, we will build a borough where everyone can thrive.

If you have any feedback on the strategy, please visit the following page:

<https://www.redbridge.gov.uk/customer-experience-strategy>

