South Tyneside Registration Service

Customer Engagement Strategy

1 Introduction and background

The purpose of this Customer Engagement Strategy is to set out the framework that South Tyneside Registration Service has in place to help understand its customers, enhance relationships with our customers and to offer the opportunity to involve them in shaping the service future.

Civil registration is a vital service that affects everyone at some point in their lives. It provides a name and identity within society; a facility for marriage and civil partnership; evidence of parentage; and evidence of entitlement to inheritance.

The statistical information derived from civil registration is important to policy making it is therefore essential that the local registration service continues to record high quality information.

South Tyneside Registration Service is committed to providing customers with high quality registration services at key times in their lives the service is customer focused and provides a high standard of service delivery. We want our services to be accessible to all and responsive to the needs of our customers.

2   Aims of the Strategy

The aims of this document are to detail:
- What is customer engagement?
- Who are our customers?
- What types of engagement do we undertake?
- What do customers want?
- How we feedback results to our customers?

In promoting participation we will:
- Meet statutory, regulatory and contractual duties and comply with legislation and codes of practice.
- Encourage involvement of all customers regardless of age, gender, race religion, marital status, political views, sexual orientation or disability.
- Monitor performance and provide feedback to customers.

We will work with service users and support services to ensure we are providing the services that our customers want to receive:
- Make participation easy and accessible.
- Promote opportunities for participation.
- Provide resources for participation.

3 What is Customer Engagement

South Tyneside Registration Service is committed to delivering a service that meets and where possible exceeds the national standard in all areas. Engagement with our customers helps build a connection between customers and the service in order to provide the best possible registration and celebratory services possible.

Having a Customer Engagement Strategy helps us to:
- Improve the range of services we provide.
- Improve the standard of service.
- Identify problems.
- Be more accountable to our customers.
- Strengthen our relationship with customers and stakeholders.

By participating our customers have the opportunity to:
- Shape future customer experiences
- Improve communication between policy makers, service delivers and service users.
- Understand policies and regulations which affect standards.
- Be involved in service improvements.

As well as bi annual feedback surveys customers provide feedback through multiple routes these include:
- Letters;
- Telephone calls;
- Emails;
- Corporate feedback system;
- Compliments and complaints.

4   Who are our customers and stakeholders

South Tyneside considers the following stakeholders as customers within the strategy:

- Members of the public for statutory non-statutory registration;
- General Register Office;
- Home Office;
- UK Visas and Immigration;
- Local Authorities;
- Central Government Departments;
- ONS (Office for National Statistics);
- Coroner Service;
- Funeral Directors;
- Clergy;
- Ministers and members of other Religious Denominations;
- Health Service including General Practitioners Hospitals Nursing and Care Homes;
- Genealogists and other Researchers.

5 Engagement activities and customer involvement

The range of customer engagement activities that are used and can be used to ensure that the feedback we receive is representative of all customers and potential customers includes:
- Surveys given to customers who are registering an event such as a Birth Death or Marriage.
- Surveys sent to new citizens after their citizenship ceremony.
- Customer comment cards located throughout the building.
- Online via website.
- Corporate complaints system.
- Corporate Feedback system.
- Face to Face.

Customers can:
- Respond to customer satisfaction surveys.
- Leave comments on our website.
- Complete comment cards located in the Register Office.
- Discuss issues in person at the Register Office.
- Use the Local authority Corporate Feedback System.

6 What do our customers want?
We believe our customers want us to:
- Act on what they say;
- Improve communication when necessary;
- Deliver our services in a timely professional manner;
- Involve them in how the Registration service performs locally, regionally and Nationally;
- Be clear to the point and open in our communication.

7   How do we communicate results and actions?

South Tyneside Registration Service will provide feedback of customer engagement:

- On our website
- By publishing results in the Register Office
- In our annual Performance Report to the Registrar General
- In our Service Delivery Plan