

## ANGUS COUNCIL

RESOURCES AND CENTRAL SERVICES COMMITTEE – 17 MARCH 2005  
STRATEGIC POLICY COMMITTEE – 22 MARCH 2005

## SCOTTISH VOCATIONAL QUALIFICATION IN CUSTOMER SERVICE

## REPORT BY THE DIRECTOR OF LAW AND ADMINISTRATION

**ABSTRACT**

This Report gives a brief update on developments within the Law and Administration Department in relation to Customer Care training.

**1. RECOMMENDATION**

The Committees are asked to note the contents of this Report for their respective interests.

**2. DETAILS**

Although a central support department, Law and Administration has responsibility for a small number of staff providing direct “frontline” services to the public. As a result of the annual performance appraisal interviews in 2003 and the subsequent preparation of the department’s staff development plan, a need was identified for suitable training opportunities to be made available to frontline staff in order to support them in delivering a high quality of customer service.

Accordingly, in conjunction with Personnel Services Employee Development and the Training Services Sections, it was agreed to offer the Scottish Vocational Qualification (SVQ) in Customer Service at Level 2 to 5 frontline members of staff in Registration, ACCESS Line, and Headquarters Reception. However, 3 managers within the department were also identified as potential assessors for the qualification.

The 5 candidates and the 3 assessor candidates embarked on their respective qualifications in October 2003. The assessors were given full support and assistance from the Training Services Section, while the candidates received support from the Employee Development Team. Both the candidates and the assessor candidates found the qualification interesting and challenging and all have now successfully completed the award.

The frontline staff who undertook the qualification have all been very positive about their experience and portfolio building. All have indicated that the main benefit for them is an improved appreciation of what their job entails and a greater knowledge and understanding of customer service in a local authority.

The assessor candidates are now in a position to assess further staff who wish to put themselves forward for this qualification, being fully familiar with the assessment process in a vocational qualification.

Following the work done by the Department of Law and Administration in this regard the Council’s Customer Care Working Group has agreed that the qualification should be promoted in all departments.

**3. FINANCIAL IMPLICATIONS**

The cost of delivery of these qualifications is approximately £500 per candidate and £500 for the training of assessors. These costs have been met from within the respective revenue budgets of Law and Administration and Personnel Services.

**4. HUMAN RIGHTS IMPLICATIONS**

There are no human rights implications arising as a direct result of the recommendations contained within this Report.

**5. CONSULTATION**

The Chief Executive, the Director of Finance and the Personnel Services Manager have been consulted during the preparation of this Report.

**6. CONCLUSION**

Given the emphasis which the Council has placed on improved customer service in its "responding to change" agenda, I am pleased to say that the frontline members of staff in the Law and Administration department who have undertaken this qualification are now better able and equipped to provide high quality customer service as an integral part of their job. The department intends to roll out this qualification to other members of staff operating in a frontline position.

CATHERINE A COULL  
Director of Law and Administration

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information), were relied on to any material extent in preparing this report.