

GENERAL DENTAL COUNCIL



GDC

protecting patients,  
regulating the dental team

# Customer Service & Continuous Improvement

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# Our Aim

- To strengthen the delivery and quality of customer service provided by the General Dental Council with a focus on continuous improvement.
- To provide a professional and courteous service at the initial point of contact for all Council Services for those that contact the Council by
  - Phone (including voicemail messaging)
  - Email
  - Written Correspondence (Letters and faxes)
  - Emails
  - Web messaging
  - Visit in person to our offices or at external events

# Where Do We Want to Be?

In position in the next three years that enables us to ensure that putting customers first extends to cover all areas of the GDC, and the GDC applies a council-wide focus on this area.

First phase to provide a solid foundation upon which the Council can build a high level of Customer Service which has:

- Accurate information about our customer needs, expectations and experience's when interacting with the Council.
- Standards of customer service which are driven from accurate customer information (feedback, complaints, analysis) and the standards are proactively managed to anticipate their future needs and expectations of the Council.
- Information and services that are easily accessible, accurate and consistently of the highest standard.

# Customer Service Approach

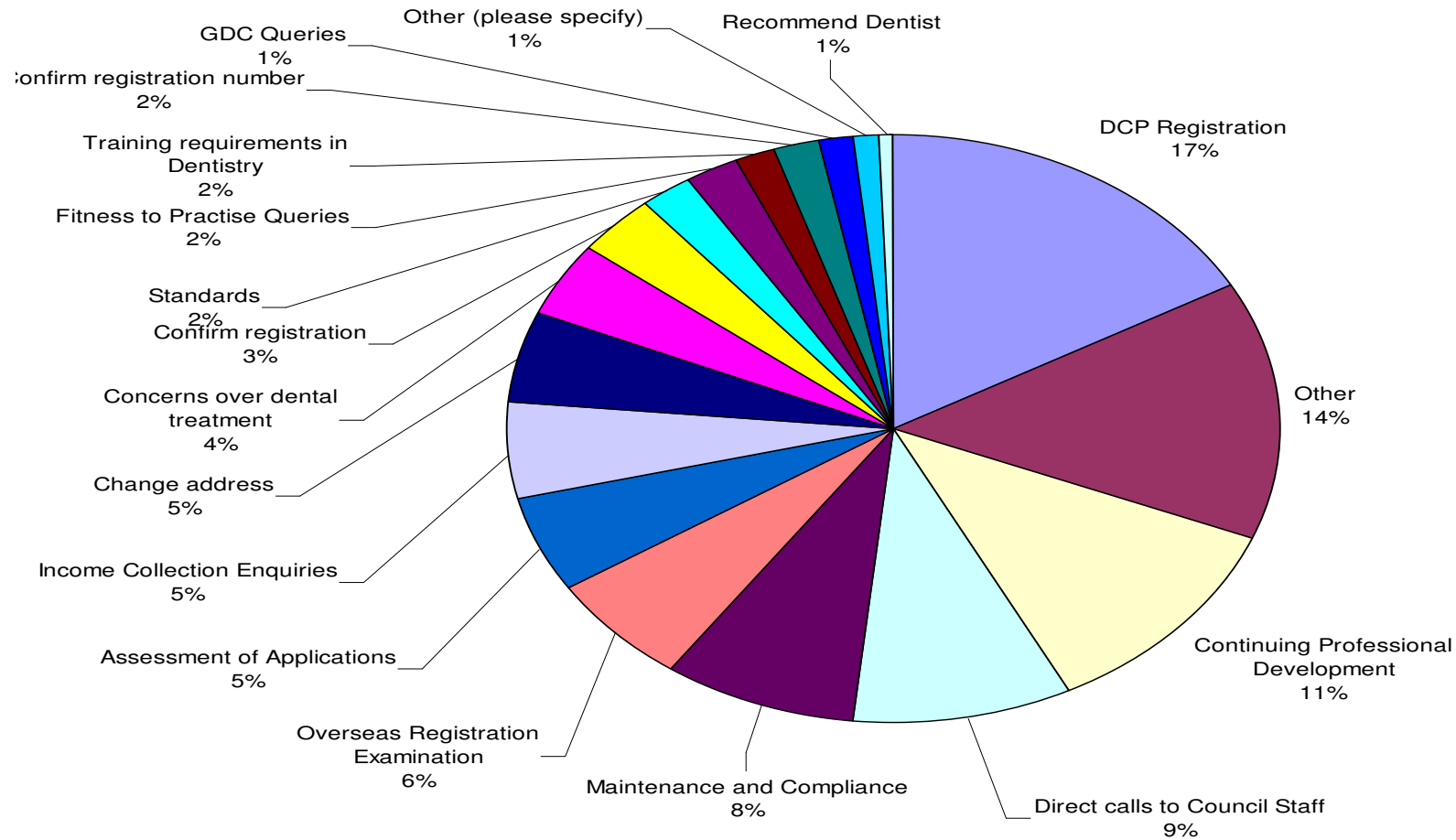
- Focus on quality customer support and interactions
- Listen, learn and improve
- Maintain a balance between qualitative necessity vs. metrics;
- Focus on feedback and continuous improvement by channelling customer insight into Council services.
- Feed learning, insight and expertise to raise standards of customer service amongst all Council staff e.g. development of customer service training

# Customer Feedback

Looked at ways of capturing customer feedback to identify areas for improvement

- Call Analysis breakdown
- Email Analysis
- Complaints
- Registrant activity
- Mystery shopping
- Online survey

# Call Category Breakdown September 2008 to August 2009



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# Feedback Analysis

- Analysed feedback to identify opportunities to improve customer service
- Discussed with others potential effects of proposed changes
- Fed changes into customer service standards and management of complaints
- Benchmark KPIs and service standards
- Prioritise improvements in website content
- Call Analysis-objective setting and reduction targets
- Review changes that promote continuous improvement
- Monitored early reactions and adjusted appropriately

# Outcomes

- Delivered Customer Service Training to FTP staff
- A customer feedback form for the fitness to practise process introduced in early 2008.
- A customer feedback form is sent to complainants and registrants after every Investigating Committee, seeking their views on the service which they received.
- Fitness to Practise staff relate to complainants on the basis that they are “customers”, taking responsibility for proactively keeping complainants updated on the progress of cases from start to finish.