

03 Customer Experience and Advanced Customer Support (CEACS)

Team

1. The role of the Customer Experience and Advanced Customer Support Team is to:

- take ownership of high profile cases where there have been questions raised around our decisions and adherence to procedures and/or our policies.
- listen to our customers and learn when things have gone may well or when we should have done better to improve the customer journey and the level of service we provide.
- gain the trust of our customers by taking responsibility to investigate their case holistically, demonstrating empathy and compassion whilst keeping the customer informed on progress and outcomes.
- where necessary instigate a multi-disciplinary approach with other arms of the department.
- share our customers' experiences with colleagues and use these as a continuous learning tool, for example Vocal.
- create personalised individual learning journeys to improve capability and build a resilient workforce.
- identify and celebrate great customer service through the introduction of the CEACS awards.
- provide support and advice to all colleagues across the DWP on Disability Service cases that are complex, Advanced Customer Support or vulnerable cases.
- collaborate with other government departments in the development of potential process or policy improvements.

Advanced Customer Support

2. When we talk about 'Advanced Customer Support' on CEACS, we don't always necessarily mean safeguarding the individual customer, although that is of course an extremely important part of the work we do.

3. Rather, we are 'safeguarding' the reputation of the Department and ensuring that any reputational risks are minimised and dealt with promptly, putting the focus back on the exceptional work carried out by colleagues' day in, day out.

4. However, we ensure that customers who are vulnerable and at risk are the forefront of our service delivery priorities and support the wider directorate by:

- building foundations and networks with the Operational Advanced Customer Support Team in Customer Experience Directorate.
- supporting Advanced Customer Support Senior Leaders (ACSSLs). The ACSSL role has been introduced to support the department's Advanced Customer Support response.
- engage with external partners and support organisations to help the safety of our customer's.
- provide support and advice to all operational colleagues across the DWP on Disability Service cases that are complex, Advanced Customer Support or vulnerable cases.
- act as a point of contact with the Assessment Providers to support them on Advanced Customer Support concerns that may arise following an assessment.
- participate in cross Department case conferences in respect of our most vulnerable customers to establish a joined up approach in providing the best support for them.