

Highways Agency Specification 2013-14 – Scoping Document

Field	Notes
Short Title	Linking Customer Satisfaction and Business Improvement.
Performance Specification Reference	Output 12 – PS 6.3
Requirement / Output Details	The network operator should also demonstrate a clear link between its business decisions and customer feedback, and disaggregate the national customer satisfaction level to identify the areas of performance which should be targeted for improvement.
Scope	The network operator will obtain relevant data from its business areas to demonstrate how customer feedback from all channels is being used to inform business need and decisions. This will be reported monthly through corporate reporting and by quarterly attendance by the Customer, Stakeholder and Partnership Team at Regional Operation Boards to share quarterly satisfaction results, share best practice and discuss action planning based on these results. The Department of Transport and Highways Agency Roads Board will consider the progress and reporting on a six monthly basis. The reporting will include how feedback and insight is being used; the results from the surveys and any significant differences between the Agency's regions.
Rationale	The network operator should use all available feedback channels, including road users' surveys, feedback via its information line, social media channels and via its managing agents to improve its services.
Proposed Deliverables (with Associated Completion Dates)	Monthly corporate reporting includes evidence from regional business areas demonstrating how customer feedback is acted upon and utilised to inform requirement PS 6.3.