

Highways Agency Specification 2013-14 – Scoping Document

Field	Notes
Short Title	Review of Customer Feedback Channels.
Performance Specification Reference	Output 12 – PS 6.4
Requirement / Output Details	The network operator should conduct a review of the customer feedback channels currently available to improve the network operator's understanding of customer perception in relation to the outputs contained in this performance specification. The network operator should suggest any amendments to customer feedback channels that are needed to accurately judge the effects of the performance specification on customer satisfaction. This review should be initiated at the end of year one and be completed by the end of this specification period.
Scope	A review will be undertaken by the Service Delivery group within Traffic Management Division to improve the network operators 'customer management' capability. To do this the network operator needs to understand who its customers are and what relationship(s) it currently has with them. The review will analyse and assess the network operators customer management capability as it is today, reviewing how this is handled in other organisations and then making recommendations on its future approach to the Executive Committee.
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)	The initial findings of the customer management review will be available from March 2014.