



Improving the Customer (iCE) Experience Customer Experience Panel Terms of Reference

1 Intention

The iCE Customer Experience Panel will assist Aberdeenshire Council achieve continuous improvement and excellent service delivery.

2 Aims

- a) For Aberdeenshire Council to gain customer insight so they understand Customers' views and perceptions of the service area.
- b) Customer insight comes from members' own experience, from Service Network findings i.e. mystery shopping, surveys, and from testing new services.
- c) Customers gain an understanding of how the service works.
- e) Aberdeenshire Council to utilise the customer insight information when scoping and developing projects through the iCE Programme.
- f) Ad hoc email update newsletter to be circulated to members of the panel to advise of the successes made.

3 Membership

- a) Membership of the panel is open to all customers living within the Aberdeenshire Council area.
- b) Members have the right to withdraw from the panel at any time. A request for removal should be sent to iCE.panel@aberdeenshire.gov.uk stating full name and stating a desire to be removed from the panel.

4 Communication

- a) The main method of communication between the iCE team and the Customer Experience Panel will be email.
- b) Customers will be contacted on an ad hoc basis to be informed of up and coming areas that they can participate in. They can be involved in as little or as much as they choose.

5 Monitoring

- a) The Project Manager and Project Coordinators will monitor the Customer Experience Panel annually by:
 1. Determining the number of outcomes that the iCE team has delivered based on information received from the panel.
 2. Consider why feedback did not produce the expected or desired outcome.
- b) They will also monitor the value for money of involvement activities in this service area. Customer time and staff time will be included in this value for money assessment.