



Business Services
Organisation

BSO Customer Engagement Strategy

2023-2026

Prepared by :
BSO Directorate of Strategic Planning and Customer Engagement



The BSO Customer Engagement Strategy drives outstanding service delivery to our customers.

The principles contained within the strategy inform behaviours to enable a consistently positive experience for both BSO customers and staff.

Customer engagement is about how our customers' needs inform the hub of our transformation:

1. Enabling our customers to drive feedback on the services BSO delivers to support improvement.
2. Proactively engaging with our customers to co-design changes to their services.
3. Transform our services to support our customers to achieve their required outcomes.
4. Build a customer focused culture throughout the Business Services Organisation.
5. Initiate, enable and support improvements in Health and Social Care in Northern Ireland.



BSO Customer Engagement Vision

Every customer feels they are treated with value and has a positive customer experience that enables the delivery of safe health and social care.

Our focus through this strategy is:

- To make it easier for our customers to engage in ways and on matters that are important to them.
- To be more accountable for the services we provide by engaging in customer forums and actively seeking feedback from our customers.
- To use customer feedback to improve our service provision and provide value for money.
- To systematically gather feedback from our customers and keep them informed about how this feedback has been used to drive continuous improvement.
- To embed customer engagement in all our service provision.

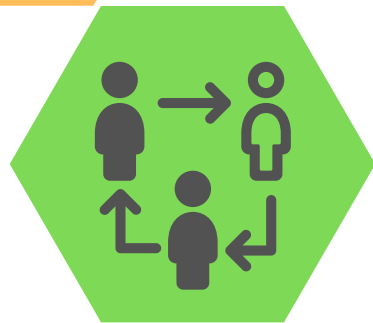


Our Customer Focus:

The BSO Customer Engagement Strategy focuses on 5 areas:



1. Customer Insight



2. Organisation Culture



3. Information and Access



4. Delivery



5. Timelines and Quality of Service

Our Customer Focus:



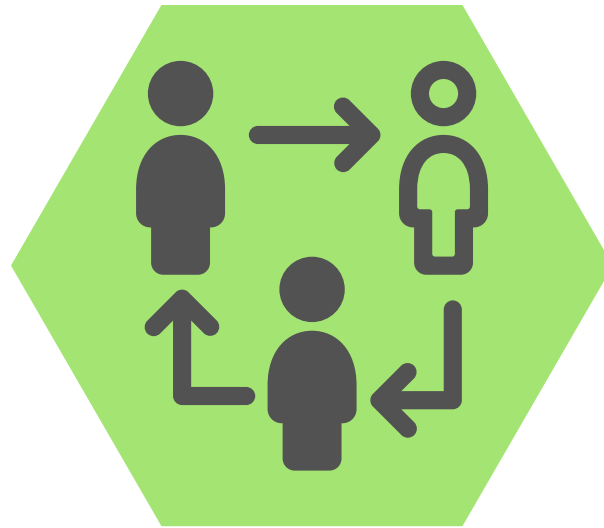
1. Customer Insight

We understand our customers and recognise the importance of this. We will:

- Consult with our customers and use the information gathered to develop and improve on services provided.
- Monitor the outcomes of our service provision and customers satisfaction of this.



Our Customer Focus:



2. Organisation Culture

BSO has a customer focused culture which enables:

- A detailed understanding of our customers.
- Customer focused approaches that support excellent service delivery.
- Processes and systems that support both BSO and customer needs.
- Demonstration of the HSC Values of openness and honesty, compassion, working together, and excellence.



Our Customer Focus:



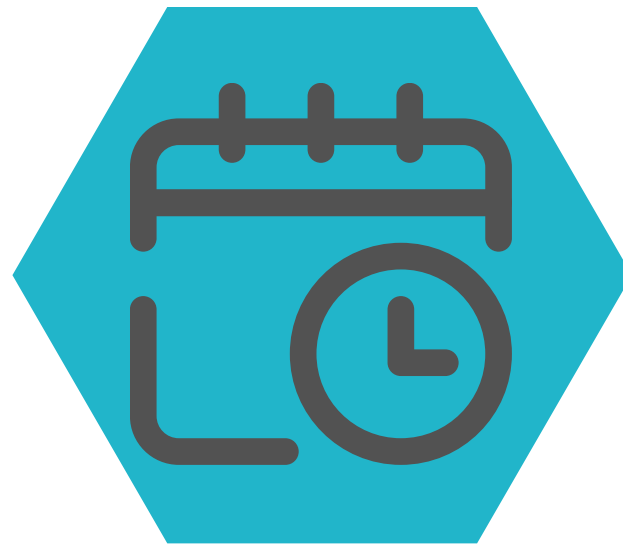
3. Information and Access

We know that information is vital to our customers. We will:

- Provide accurate and detailed information through regular and clearly defined communication channels.
- Involve our customers in key decisions that impact on service delivery and service improvement.
- Provide clear reports detailing service delivery, SLA spend, performance within the SLA, and value for money.
- Use technology to provide real time information.



Our Customer Focus:



4. Delivery

We will deliver our services successfully, enabling our customers to achieve their required outcomes. We will:

- Deliver our services on time, minimising disruptions and managing challenges.
- Listen to and respond to our customers challenges.
- Manage problems in a timely fashion when they arise.
- Ask for feedback from our customers to address any issues and support service delivery improvement.



Our Customer Focus:



5. Timelines and Quality of Service

It is important for our customers to know what they can expect from our customer engagement process. We will:

- Set appropriate and measurable standards for the timeliness of our responses for all customer contact.
- Set standards for the quality of all customer engagement.



3 Year Implementation Plan

Year 1: Sep 23 - Mar 24

1. Socialise Strategy with BSO/Customers
2. Brief BSO staff - workshops
3. ID Champions
4. Establish internal Service Area Customer Forum
5. Set up task and finish group to review and revise SLA/KPI process (to include customers)
6. Identify Contract Managers from each BSO Service Area and customer organisation
7. Link revision of SLAs and KPIs to an outcome based corporate performance
8. Identify process to initiate and track improvement projects
9. Link Customer Engagement Strategy to the development of the BSO Corporate Plan

Year 2: Apr 24 - Mar 25

1. Operate and test new ways of working (Customer focused approach, user friendly SLA process, revised KPIs)
2. Meaningful reporting to customers
3. Track number of improvement projects and outcomes
4. Evaluate new ways of working
5. Share best practice across BSO Service Areas and with customers

Year 3: Apr 25 - Mar 26

1. New ways of working embedded
2. Evidence of service improvement initiatives in place/complete
3. Identified link between BSO service delivery and contribution to Programme for Government outcomes across HSCNI (through OBA (Outcome Based Accountability) approach)
4. Satisfied customers with data to support this
5. Apply for Customer Excellence Award



Business Services Organisation

If you have any questions regarding Customer Engagement, please contact:

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