

Attachment 5.1 - Customer Care Forum

Remit:

- To offer strategic direction in delivering solutions which enables delivery of an exceptional service by Transport Scotland and partners to customers and communities.
- To ensure policies, procedures and plans are in place to deliver the Transport Scotland Roads customer care strategy.
- To understand all road customer types and their needs.
- To ensure that customer care objectives are given the necessary priority and profile in planning and operational decision making.
- To focus work on delivering customer care priorities outlined within the Transport Scotland Roads customer care strategy and roads Contracts.
- To assess, monitor and record the success of customer care.
- To develop and introduce best practice and improvements which will enhance the customer experience. This includes monitoring, responding and improving every key movement along the customer journey, incorporating customer feedback and lessons learned into decision making.
- Identify and mitigate risks and gaps with regards to the delivery of customer care.
- Ensure coherence and consistence with the delivery of information provision and messages to customers.

Members:

Organisation	Representative(s)
Transport Scotland	Roads Customer Care Manager (Secretariat)
Operating Companies	OC Engagement Manager
Traffic Scotland Operator	TBC
Customer Care Line Operator	TBC
DBFOs	TBC

Meeting Cycle:

Members of the forum will meet every 6 months.