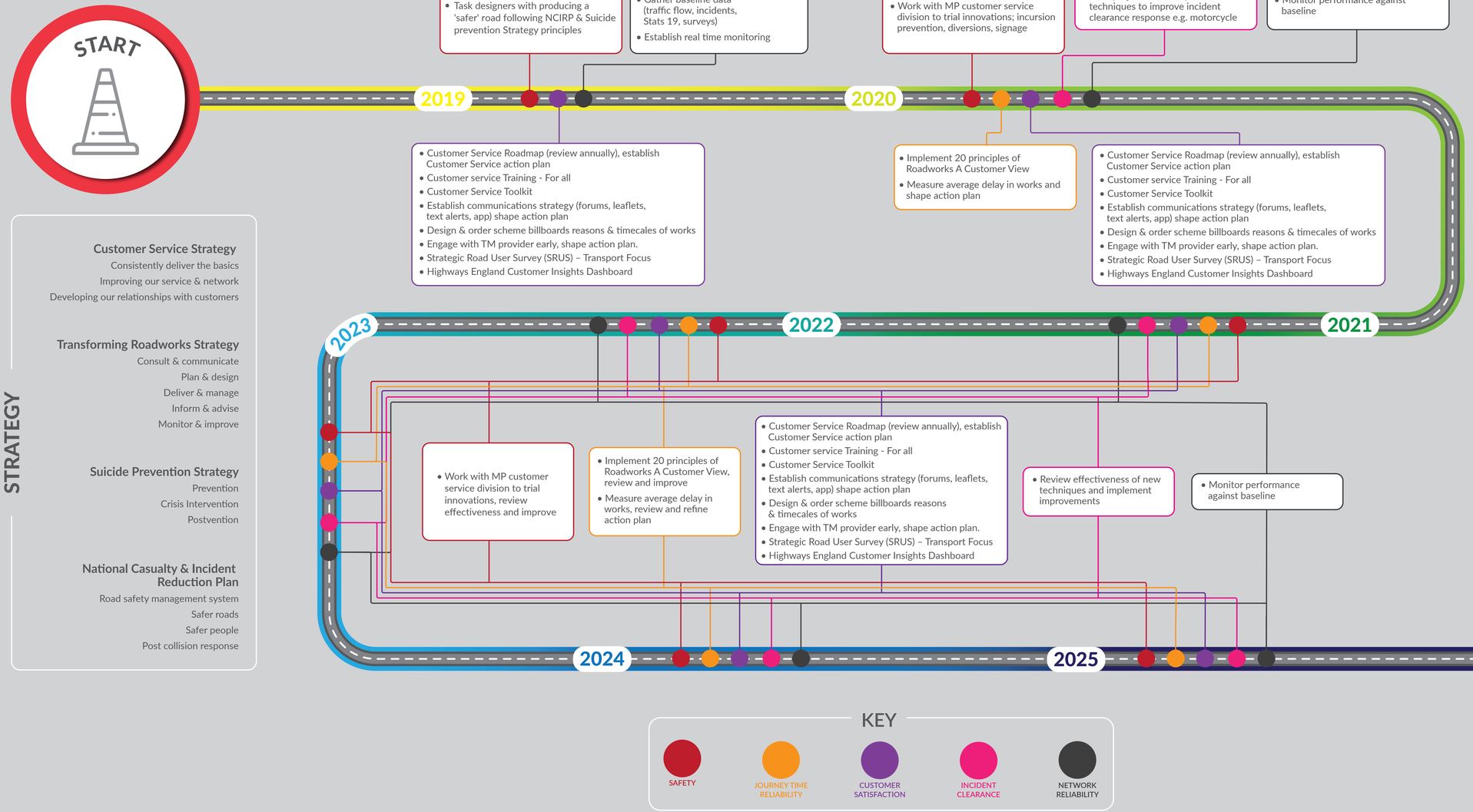
A303 SPARKFORD CUSTOMER SERVICE ROAD MAP 2019 - 2025

highways england

GallifordTry



STRATEGY

Customer Service Strategy
- Consistently deliver the basics
- Improving our service & network
- Developing our relationships with customers

Transforming Roadworks Strategy
- Consult & communicate
- Plan & design
- Deliver & manage
- Inform & advise
- Monitor & improve

Suicide Prevention Strategy
- Prevention
- Crisis Intervention
- Postvention

National Casualty & Incident Reduction Plan
- Road safety management system
- Safer roads
- Safer people
- Post collision response

MEASURES / FEEDBACK

- **40% reduction** number of KSI
- **Less than 10% > 30s** Average delay in works
- **90+** Customer Deep Dive Target score
- Target **Level 4** Customer Experience Maturity (P3M3 model) by 2025
- **90+ Customer Audit** score
- Carry out Customer Surveys
- **99%** Incidents cleared in 1 hour
- **15 minute maximum** Incident Response Time target by end 2022

KEY

SAFETY | JOURNEY TIME RELIABILITY | CUSTOMER SATISFACTION | INCIDENT CLEARANCE | NETWORK RELIABILITY

Reviewed July 2021