

OFFICIAL

Registers of Scotland

RoS Board

9 June 2026

RoS Customer Charter

Purpose

1. To introduce the RoS Customer Charter, seek Board endorsement for publication, and demonstrate how the Charter supports delivery of the Customer Experience (CX) Strategy while strengthening transparency and accountability to customers.

Recommendation

2. The RoS board is invited to:

- Endorse publication of the RoS Customer Charter as a clear statement of our commitments to customers.
- Endorse the approach to transparent performance reporting against Charter commitments.

Background

3. The RoS Customer Charter has been developed in response to commitments set out in the Customer Experience Strategy, specifically the principle to “keep our customer promises” through clear, measurable commitments and accountability.

4. The Charter provides a single framework to define what customers can expect from RoS, explain how customers can support effective service delivery, and set out a transparent approach to measuring and reporting performance.

5. Development of the Charter has been highly collaborative, involving cross-organisational workshops with representation from multiple directorates, iterative review through CX leadership, Directors and governance groups including the Strategic Development Authority (SDA) and EMT, engagement with customers through research and testing, stakeholder benchmarking and consultation across C1/C2 communities and operational teams.

6. The Charter has also been externally assured and peer reviewed by Scottish Water, HM Land Registry (who have requested reciprocal peer review), the Institute of Customer Service and Gartner.

7. The Charter presented in Annex A reflects these inputs and an earlier version has been approved by EMT.

Customer Charter (Summary of Approach)

8. The Customer Charter sets out a clear and coherent framework of commitments, performance measures and shared responsibilities between RoS and

OFFICIAL

our customers. These include commitments around getting things right first time, being accessible and responsive, communicating clearly and simply, acting fairly and consistently, and being open and transparent. Performance measures cover critical metrics such as customer satisfaction, effort, timeliness and complaints handling, providing a transparent view of how RoS is performing against its promises.

9. The Charter also reflects our ambition to deliver simple, accessible and inclusive services, ensuring that customers can engage in a way that meets their needs and receive appropriate support where required. Importantly, it provides a consistent set of principles and guardrails that align service delivery as we progress our Channel Strategy, supporting more joined-up, efficient and customer-focused interactions across all channels.

Strategic Alignment

10. The RoS Customer Charter directly supports delivery of the Customer Experience Strategy and wider Corporate Plan 2027–32 ambitions by setting clear, measurable customer commitments, strengthening accountability, and improving transparency and trust through open performance reporting, contributing to our goal of providing the best public service for Scotland by 2030. It also aligns with our Channel Strategy and broader organisational objectives around digital transformation, effective use of data and insight, and continuous improvement, while demonstrating to external assessors (including Customer Excellence and the Institute of Customer Service) that our commitment to embedding a customer-centric culture is fully integrated across governance, activities and values.

Customer Impact

11. The Charter will provide customers with greater clarity on what they can expect from RoS services, improved transparency through published performance metrics, clear routes to provide feedback or raise concerns, and better support for those with additional needs.

12. It is recognised that further development is required in the citizen customer space, where expectations, access needs and service journeys continue to evolve.

Conclusion

13. The Customer Charter is expected to deliver improved transparency and trust with customers, a clearer performance framework aligned to the Customer Experience Strategy, and a stronger organisational focus on customer outcomes, supported by better data and insight to inform decision-making. While increased visibility of performance may highlight areas requiring improvement and require careful management of customer expectations, these risks are mitigated through a clear commitment to continuous improvement and open reporting.

14. The RoS Customer Charter represents a significant step forward in defining clear, measurable customer commitments, embedding transparency and accountability, and aligning delivery to the Customer Experience Strategy. It reflects a whole-organisation effort, informed by customers, colleagues and external partners. The Charter will be an evolving one, reflecting the continuous cycle of improvement that our suite of research and feedback captures about what our customers want to

OFFICIAL

see from us. Their needs are evolving too. The metrics we have captured in Annex A show the main areas that our performance is measured against and where we can track the effectiveness of these improvements.

15. Subject to Board endorsement, next steps include delivery of a communications plan, publication of the Charter, implementation of a structured reporting cycle, and the development of more frequent, real-time insight and analytics to provide a regular “temperature check” of customer experience alongside the existing bi-annual survey approach. In doing so, it directly supports the CX principle and associated outcomes on cost reduction and efficiency, with these benefits to be tracked and evidenced through the Charter’s performance framework over time.

16. The Board is invited to endorse the Charter and note the next phase of delivery.

Head of Customer Policy, Research & Statistics
Customer & Business Development
June 2026

OFFICIAL