



**GEORGES  
RIVER  
COUNCIL**

# Customer Service Strategy

*Adopted by Council 3 July 2017*

## Our Mission and Values

<b>Mission</b>	
A leading, people focussed organisation delivering outstanding results for our community and City	
<b>Values</b>	
<b>Accountable</b>	We will own our decisions and actions as we strive for excellence
<b>Honest</b>	We will be open and truthful with each other and our community
<b>Professional</b>	We will act with integrity and seek opportunities to learn and grow
<b>United</b>	We will work collaboratively as one team with common purpose and respect

## About this Strategy

Council recognises that its relationship with its customers is one of the most important driving factors to our success. Our intention is to provide our customers with excellent, responsive and appropriate service delivery. The relationship we have with our customers is pivotal to achieving this. Customer service is everyone's responsibility and cuts across all levels of the organisation.

The purpose of this Strategy is to provide a framework for building and embedding successful, appropriate and sustainable customer service delivery across Council. It details the actions we will complete over the next 2 years to continuously improve our customers' experience.

## Our Customers

Council values its relationship with our customers.

Council defines our 'customers' broadly to incorporate everyone who we deal with or conduct business with. This definition includes residents, ratepayers, visitors, businesses, government and non-government agencies with whom we interact.



## Our Aim

Our customers feel satisfied with their experience and understand our decisions and actions.

## Commitment

Across all our activities, we will strive to:



### **Put the customer first**

We understand our customers' expectations and adapt our services to meet their needs



### **Make it easy**

Make it as easy as possible for customers to access our services, information and people by being open and offering choice



### **Inspire a culture of customer service**

Build a culture where customer service is something we all do.

## Our Directions

Commitment	Expected Outcome
<p><b>1</b> <b>Put the customer first</b></p>	<p><b>Our services reflect needs and expectations</b> because we:</p> <ul style="list-style-type: none"><li>• know what customers want today and anticipate what our future customers will seek</li><li>• make evidence based decisions about the type and level of service we provide</li><li>• build flexibility into our services which enables them to be responsive</li></ul>
<p><b>2</b> <b>Make it easy</b></p>	<p><b>Anyone who wishes to interact with us is able to do so</b> because we:</p> <ul style="list-style-type: none"><li>• provide choice and convenience through a range of channels</li><li>• deliver innovative solutions</li><li>• build systems that support a positive customer experience</li></ul>
<p><b>3</b> <b>Inspire a culture of customer service</b></p>	<p><b>Our people are empowered</b> because we:</p> <ul style="list-style-type: none"><li>• know our community relies on us</li><li>• work as a team and share a common goal</li><li>• support them with training and resources</li></ul>

# Implementation Action Plan

Commitment One. Put the Customer First	
Action	Timeframe
Establish a Development Application (DA) Clearing House as part of the Environment and Planning Directorate	Commence 1 July 2017
Develop a Complaint Policy and Complaint Management Framework consistent with the NSW Ombudsman's <i>Model Complaint Handling Policy</i> (including staff training on the Complaints Policy and conflict resolution).	September 2017
Undertake biennial independent assessment of customer service performance and/or benchmarking and implement improvements based on the feedback.	September 2017
Undertake a Service Delivery Review	October 2017
Implement the complaint management system including staff training	December 2017
Review and develop options for measuring and monitoring the customer experience across Council.	December 2017
Develop and implement communication material to promote the Customer Service Strategy	December 2017
Review the way we capture, manage, analyse and use data about our customers (quantitative and qualitative)	February 2018
Provide information sessions to customers of the Environment and Planning Directorate to assist with applications, permits and approvals	March 2018
Develop and implement a single harmonised and enhanced customer request management system.	June 2018
Undertake customer journey mapping of high use services to better understand and enhance the customer experience.	July 2018

# Implementation Action Plan

<b>Commitment Two. Make it easy</b>	
<b>Actions</b>	<b>Timeframe</b>
Review website feedback and make continual improvements to the website in response to feedback	July 2017 (and ongoing)
Refurbish and modernise Council Service Centres to reflect the principles of the new Customer Service Strategy	September 2017
Modernise the call centre technology and systems to create an Omni-Channel Contact Centre	December 2017
Investigate the feasibility of establishing a Customer Service triage function at Customer Service	December 2017
Integrate and enhance the after-hours telephone service for customers (e.g. Well done)	December 2017
Refurbish Kogarah Library to create a one stop customer service shop	December 2017
Develop a Digital Strategy for Georges River Council	March 2018
Investigate the feasibility of pop up Customer Service Hubs	March 2018
Expand opportunities for e-Business related across Council	June 2018
Provide, enhance and expand Council services and applications available on the website and mobile applications where possible	December 2018
Expand free public Wi-Fi across Georges River local government area	December 2018
Expand availability and range of self-service kiosks in Council facilities and convenient customer locations.	December 2018
Expand online services and payment options	December 2018
Ensure service provision and Council information is accessible to everyone	December 2018
Investigate the feasibility of expanding after-hours customer service at the libraries.	December 2018

# Implementation Action Plan

<b>Commitment Three: Inspire a Culture of Customer Service</b>	
<b>Action</b>	<b>Timeframe</b>
Develop and deliver a training program to promote a customer-oriented culture.	December 2017
Ensure Position Descriptions for all staff reflect Customer Service Commitment	December 2017
Investigate the feasibility of an electronic knowledge database to act as a knowledge management system for front line customer service staff	December 2017
Establish a harmonised, enhanced and successful pre-lodgement development advisory service.	December 2017
Develop internal customer Service Level Agreements (SLAs) and KPIs between business units	December 2017
Develop a Customer Feedback Strategy to articulate how all types of feedback will be managed regardless of the channel (including Social Media Platforms).	December 2017
Develop a Rewarding & Recognising Customer Compliments Procedure	December 2017
Continue to develop strong internal relationships and enhance the quality of internal customer service.	December 2018