

Council Policy

Council policy title:	Customer Experience Policy 2018
Council policy owner:	Executive Manager Communications, Customer & Cultural Services
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([Council Policy](#) is a high level public statement formally resolved by Council, which clearly states Council's requirements, intent or position with regard to a particular matter or issue. It is not intended to be procedural in nature.)

1. Policy intent

Bayside City Council is committed to putting customers at the centre of how we design and deliver our services. Our aim is to provide an experience to our customers that meets expectations, and fosters a positive perception of Council's value. The Customer Experience Policy outlines Council's commitment to our customers and sets out how we will measure our performance and use customer insights and feedback to continuously improve our services.

2. Policy purpose

The purpose of this policy is to outline Council's commitment to providing an excellent customer experience. For the purpose of this policy, customers can be defined to include individuals and organisations to whom Council provides service. Customers include ratepayers, residents, asset users, daily visitors as well as people passing through the Bayside municipality enroute to another destination. Internal customers include other Council departments and members of staff.

Council's dual role as a service provider and a regulatory body can create situations where not all customer requests can be met. However, Council has an obligation to provide customers with easy, convenient and equitable methods to access services, make requests for service and obtain help. Setting clear expectations of all Council representatives for professional and courteous conduct in all customer interactions, in conjunction with standardised procedures that ensure customers are central in our decision making, will help us achieve our commitment to customers, and will support the community's confidence in us.

3. Glossary - Definitions and Abbreviations

Term	Meaning
Complaints	Are an expression of dissatisfaction about a service, procedure, practice, staff conduct, Council policy or quality of a product or service provided.
Suggestions/ Compliments	Are generally both positive and constructive and can be general feedback on a product, service or process.

4. Scope

This policy applies to all Council staff, Council contractors, consultants, work place students and volunteers. We recognise that these people are involved in serving customers at Council.

Councillors also play a role in the customer experience for Bayside by setting policy and strategy, and referring requests for service to the organisation for appropriate action.

For the purposes of this policy, customer service refers to contact between Council and those who want or need a product or service from Bayside City Council. These interactions take a variety of forms including online, telephone, written or in person contact. Customer feedback refers to complaints, compliments and suggestions.

5. Policy statement

Bayside City Council is committed to being a leading customer focused organisation which delivers an excellent customer experience consistently. By engaging with the community, delivering simplified processes and exceeding expectations, we are committed to a customer experience that is:

- Easy to deal with – our services are easily accessed and simple resulting in a seamless customer experience.
- Empathetic – we listen to our customers, are willing to assist and use language our customers understand.
- Effective – our staff are skilled in the delivery of customer service and manage interactions in a timely way.
- Trusted – we are willing to offer a solution with the customer's best interest at heart.

Bayside City Council is also committed to:

- Seeking and using customer feedback to inform the design and delivery of our services.
- Ensuring information, resources and services are accessible to all eligible persons
- Respecting and protecting the customer's personal information and adhering to all legislative privacy requirements
- Taking responsibility for all Bayside City Council services, whether provided by us or another service provider on our behalf
- Using the right technology to help us manage customer interactions and improve our services
- Reporting on the quality of our customer's experience.

Customer feedback

Council recognises that feedback from our customers is highly valuable and we will actively seek and use customer feedback to inform the design of our services to improve the customer experience.

A quality customer experience consists of providing an efficient, fair, impartial and responsive service. Customer satisfaction at any point of contact is paramount in achieving our Customer Focus Commitments and ensuring our customers have an experience that meets their expectations.

We are committed to ensuring that customers are satisfied with their interaction every time they make contact, and are able to communicate feedback on their experience through the provision of an easy to access complaint handling process.

The importance of measuring how well we deliver our services to customers is recognised. Council has established a Customer Complaint and Escalation Process to ensure that customers are able to provide feedback to inform improvement in service delivery.

Accessing Council services

Bayside City Council recognises that our customers may wish to access Council services in a variety of ways and are committed to providing choice.

Operational enquiries and requests communicated to Councillors will be referred to the organisation for appropriate action and response.

6. Monitoring, evaluation & review

Council's Customer Experience Performance Reporting Framework consists of indicators and targets that inform if we are delivering an experience that meets our customer's expectations and allows for continual monitoring to identify improvement opportunities.

We will measure how well we deliver our customer service through reporting on the various contact options of telephone, in person, email, website, social media, complaint reporting, mystery shopping campaigns and community satisfaction surveys.

Council conducts an annual Community Satisfaction Survey. The indicators that inform if we are meeting expectations are;

- Council is understanding of customer needs.
- Council provides important services that meet community needs.
- Council is responsiveness to local community needs.

7. Roles & Responsibilities

The Executive Team and senior management will have a significant role in driving customer service across the organisation. This includes policy implementation, compliance, monitoring, evaluation and review. The Executive Manager Communications, Customer and Cultural Services is responsible for providing advice in relation to this policy.

It is recognised that customers will contact Councillors with requests for service, enquiries, complaints and feedback. The role of Councillors includes referring requests to the organisation for appropriate action and identifying need for policy and/or strategy changes. The elected Council plays a central role in determining the level of services and allocating budgets to meet the adopted service levels and standards.

8. Related documents

Legislation	
Policies	
Strategies/Plans	Digital First Strategy 2018-2021
Procedures/Processes	Customer Complaint and Escalation Procedure
Other	

Please note: This policy is current as at the date of approval. Refer to Council's website (www.bayside.vic.gov.au) to ensure this is the latest version.