

7.6 ADVERTISING OF AMENDED CUSTOMER SERVICE CHARTER

Attachments: 1. Draft Customer Service Charter 2022

RECOMMENDATION

That Council **APPROVES** proposed Customer Service Charter at Attachment 1, which replaces the previous Customer Service Charter, for the purpose of community consultation.

PURPOSE OF REPORT:

For Council to approve, for the purpose of community consultation, the proposed Customer Service Charter as detailed at **Attachment 1**, which replaces the previous [Customer Service Charter](#) adopted in 2012.

BACKGROUND:

The [Customer Service Charter](#) last reviewed in 2012 outlines our commitment to customer service at the City of Vincent.

The draft Customer Service Charter at **Attachment 1** is a significantly smaller document than the current charter. It was intentionally drafted as a short document to make it easier for staff and customers to understand.

The draft Charter was presented to Council Members though June Council Workshop. Feedback discussed at the Council Workshop was incorporated into the draft proposed charter.

DETAILS:

A Customer Experience Project commenced in late 2021 to review the City's customer service touchpoints and activities. The project is entitled 'Making it Easy' as we aspire to make it easier for our customers to do business with us.

The [City of Vincent Customer Service Charter](#) last reviewed in 2012 is a lengthy document. An area of complexity in the Charter is the differing timeframes for responses to customer enquiries depending on the subject of the enquiry or the method of contact chosen by the customer, such as online, email, phone or in writing.

In contrast, Customer Service Charters reviewed recently of other local governments are simpler documents which provide a general guide as to how an organisation will respond to customer enquiries.

The draft Customer Service Charter at **Attachment 1** is a significantly smaller document than the previous charter. The biggest change to the charter is standardised response timeframes across customer channels, with an intention to deal with matters at first contact where possible. The Charter also includes additional points around improving online channels, which is an element of the Customer Experience Project and aligns to feedback received from City customers.

CONSULTATION/ADVERTISING:

Three focus groups were held in December 2021 with City staff and a small group of customers to identify key themes for the City's Customer Experience Project. Feedback from the customer focus group was referenced in the development of this draft Charter.

In accordance with the City's [Community and Stakeholder Engagement Policy](#), community consultation will be provided for a period of 21 days in the following ways:

- notice published on the City's website;
- notice posted to the City's social media;
- notice published in the local newspaper;
- notice exhibited on the notice board at the City's Administration and Library and Local History Centre.

Public notice of this proposed new policy will be provided from early August.

LEGAL/POLICY:

Section 2.7(2)(b) of the *Local Government Act 1995* provides Council with the power to determine policies.

The City's [Policy Development and Review Policy](#) sets out the process for the development and review of the City's policy documents.

RISK MANAGEMENT IMPLICATIONS

Low: It is low risk for Council to undertake community consultation of the proposed amended Charter.

STRATEGIC IMPLICATIONS:

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Innovative and Accountable

Our community is satisfied with the service we provide.

SUSTAINABILITY IMPLICATIONS:

This does not contribute to any environmental sustainability outcomes. This action/activity is environmentally neutral.

PUBLIC HEALTH IMPLICATIONS:

This does not contribute to any public health outcomes in the *City's Public Health Plan 2020-2025*.

FINANCIAL/BUDGET IMPLICATIONS:

There will be a minor cost to print copies of the new Charter which can be met from existing budget.

DRAFT Customer Service Charter

Adopted by Council xxx

Our commitment to you

You will be **HEARD**

HEARD – we will listen to what you say

ENAGAGE – we will take the time to understand your perspective

APPRECIATE – we will value your perspective

RESPOND – we will respond to you in a timely fashion

DO – we will act and deliver on our values and commitments

We will try to:

- Resolve your matter at first contact.

We will:

- Respond as soon as possible to emergencies and immediate safety issues.

Otherwise we will:

- Acknowledge your enquiry within two working days.
- Respond within 10 working days and provide an estimated timeframe if it will take longer to resolve.

We will achieve our commitment to you by:

- Providing a range of ways to contact us or find the information you need.
- Responding to your enquiries in a courteous and professional manner.
- Being kind and treating you in a way we would like to be treated.
- Striving to improve our systems and processes to make it easy to do business with us.

You can help us meet our commitment to you by:

- Contacting us directly so that we can resolve your matter promptly.
- Providing as much relevant and accurate information as possible so we can assist you.
- Being kind and treating our officers in the way you would like to be treated.
- Working with us to try to resolve problems.
- Giving us feedback so we can improve.

Service Standards

Online and digital channels:

- We will provide up to date information on our website and digital channels.
- We will offer online self-service options to make requests, flag issues and contact us.
- We will respond to live chat and social media requests during operating hours.

In person at our Customer Service Hub:

- We will promptly greet you and treat you in a professional and polite manner.
- We will try to work with you to resolve your matter.
- If your enquiry is complex, we will organise a follow up with the appropriate person.

On the telephone:

- We will answer telephone calls to 9273 6000 during our operating hours.
- We will introduce ourselves by our first name.
- If we transfer your call, we will aim to put you in contact with the right person.
- We will provide a 24-hour after hour's telephone service for emergency calls – 9273 6061.

In writing:

- You can contact us by mail or email to mail@vincent.wa.gov.au
- We will respond to your matter in clear and accessible language.

Access and inclusion

Some customers may require assistance accessing information and services.

If an interpreter is needed, you can call 133 677 (National Relay Service) and ask to be put through to the City of Vincent or pre-book an interpreter (including Auslan) by contacting us directly.

For more information, visit our website.

Your feedback is important

We value your constructive feedback to help improve our service. We also aim to resolve complaints in a fair, equitable, transparent and efficient manner.

You can provide your feedback:

In person:
Customer Service Hub
244 Vincent Street
Leederville WA 6007

Mail:
PO Box 82
LEEDERVILLE WA 6902

Phone:
9273 6000
National Relay Service 133 677

Email:
mail@vincent.wa.gov.au

Website:
www.vincent.wa.gov.au

follow us on socials @cityofvincent