

**11.4 OUTCOME OF ADVERTISING AND ADOPTION OF NEW CUSTOMER SERVICE CHARTER**

**Attachments:** 1. Draft Customer Service Charter

**RECOMMENDATION:**

That Council **ADOPTS** the Customer Service Charter at **Attachment 1**.

**PURPOSE OF REPORT:**

To present the outcome of community consultation and seek approval of the proposed Customer Service Charter at **Attachment 1**.

**BACKGROUND:**

The Customer Experience Project commenced in late 2021 to review the City's customer service touchpoints and activities with the aim of making it easier for our customers to do business with us.

As part of the project, the Customer Service Charter was revised and presented at the 26 July Ordinary Meeting of Council for approval to undertake public consultation.

In accordance with the [Community and Stakeholder Engagement Policy](#), community consultation was undertaken between 2 August and 26 August 2022, and advertised through a public notice in the local newspaper, display on the City noticeboard and on the Imagine Vincent website.

One comment was received related to a spelling error which has been corrected. No other submissions were received.

**DETAILS:**

Our Customer Service Charter defines how we work with our customers. It establishes our commitment and sets the standard of service our customers can expect from us.

The [City of Vincent Customer Service Charter](#), last reviewed in 2012, is lengthy and contains differing timeframes for responses to customer enquiries depending on the subject of the enquiry or the method of contact chosen by the customer.

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

The draft Customer Service Charter at **Attachment 1** is significantly more concise than the previous version. The main change has been to standardise response times across the various communication channels. It has also been updated to incorporate service standards for digital channels such as website and social media, which aligns with feedback received from customers.

The Charter states that our aim is to resolve all enquiries at the first point of contact and that we will respond as soon as possible to emergencies and immediate safety issues.

Response timeframes have been aligned and the revised Charter states that we will:

- Acknowledge an enquiry within two working days; and
- Respond within 10 working days and provide an estimated timeframe for more complex enquiries that may take longer to resolve.

The Charter also provides additional access and inclusion information for members of the community who may need help when communicating with the City with contact details for the Translating and Interpreting Service and National Relay Service.

**CONSULTATION/ADVERTISING:**

No further consultation is required.

**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: Adopting the proposed Customer Service Charter is low risk.

**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 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.

**COMMENTS:**

With the exception of the correction of a spelling error, there has been no change to the draft Customer Service Charter since it was presented to Council on 26 July 2022 where consent was sought to advertise.

## **DRAFT Customer Service Charter**

Adopted by Council xxx

### **Our commitment to you**

You will be **HEARD**

**HEARD** – we will listen to what you say

**ENGAGE** – 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 enquiry 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 enquiry 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 Centre:

- 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 hours telephone service for emergency calls – 9273 6061.

### In writing:

- You can contact us by mail or email at [mail@vincent.wa.gov.au](mailto: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 you need an interpreter over the phone, you can call the Translating and Interpreting Service (TIS) on 131 450 and ask to be put through to the City of Vincent.

For customers who are deaf, hard of hearing or have a communication disability, you can call 133 677 (National Relay Service) and ask to be connected to the City of Vincent or visit [www.relayservice.com.au](http://www.relayservice.com.au).

You can also pre-book an interpreter (including Auslan) for a phone call, video call or in-person meeting, free of charge, by contacting us to request this in advance. For more information visit our website.

## Your feedback is important

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

You can provide your feedback:

In person:  
Customer Service  
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](http://www.vincent.wa.gov.au)

follow us on socials @cityofvincent