

018	Customer Service	V1 Current
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## STATEMENT

The Council recognises and acknowledges the importance of providing excellence in customer services to the community, its residents and stakeholders.

## PURPOSE / RATIONALE

The intent of this policy is to provide the guiding document for the Council and the [ShireCity](#) to meet their service provision obligations to the community, its residents and stakeholders.

The development of this policy has taken into account the key factors impacting on customer service provision including, but not limited to, customer expectations, existing policy and legislation, identified risks and endorsed service delivery models.

## SCOPE

This Policy applies to all Councillors, Employees, Apprentices, Trainees and Contractors of the [ShireCity](#) of Busselton.

## DEFINITIONS

**Customer** is defined as any person, external and internal to this organisation, who approaches Councillors, Employees, Apprentices, Trainees and Contractors of the [ShireCity](#) of Busselton with a request for information or services.

**Customer Advocacy** is defined as an approach to customer service that focuses on what is best for the customer. Customer Advocates are facilitators between the customers and the organisation.

**Customer Service** is defined as the direct provision of information or services to customers. This includes assisting our customers to identify others within our community that may be able to meet the needs of our citizens.

**[ShireCity](#) of Busselton Customer Service Charter** is a document that details the [ShireCity](#) of Busselton's commitment to delivering excellence in customer service to the community. This document clearly states the organisation's mission as well as customer service deliverables established by the Council. This document is referred to here after as the Charter.

## POLICY CONTENT

The [ShireCity](#) of Busselton regards the provision of excellent customer services as a core strategic responsibility. In development of this policy, the Council has considered community feedback and expectations, external drivers, relevant constraints and organisational priorities. In addition, this policy takes into account the existing [ShireCity](#) of Busselton Code of Conduct (037/1 V6), which broadly outlines responsible behaviour for all Councillors and [ShireCity](#) Officers. This policy applies directly to the delivery of services documented in the [ShireCity](#) of Busselton Customer Service Charter and remains valid regardless of future reviews and changes to that document. This policy is to ensure that everyone within the organisation understands the duties and responsibilities applicable at each level.

The [ShireCity](#) of Busselton Customer Service Policy is our commitment to the community to:

- Act with integrity, timeliness, efficiency and economy;
- Be open, available, accountable and transparent in our decision making;
- Treat others honestly, respectfully, fairly and in a timely manner;
- Provide accessible, consistent, accurate and relevant information and;
- Invite and be informed by community requests, suggestions and feedback.

### **Responsibility**

Elected Members shall:

- Ensure guidelines for customer service delivery as stated in this Policy and the Charter are current and relevant;
- Review this Policy and the Charter on a periodic basis as required by changing community needs;
- Identify performance indicators for expected customer service outcomes, including expected levels of compliance and reporting periods;
- Support CEO and Executives in the provision of excellence in customer service;
- Regularly review, with the CEO, performance against agreed standards to continuously identify opportunities for improvement.

CEO and Executives shall:

- Endorse and support all standards documented in this Policy and the Charter;
- Contribute to the regular periodic review of this Policy and the Charter by:
  - Engaging in regular, community consultation to ensure current and future customers' needs and requirements are reflected in organisational processes, systems and structures;
  - Identifying opportunities for improvements to service delivery;
- Support Managers and other staff in the provision of excellence in customer service;
- Establish mechanisms to monitor compliance with this Policy and the Charter across all areas of responsibility;
- Establish processes to deal with failure to meet endorsed standards;
- Report to the Council on performance indicators for customer service delivery.

Management shall:

- Optimize and support service delivery mechanisms to comply with this Policy and the Charter;
- Ensure staff under direct and indirect supervision are aware of and are following guidelines detailed in this Policy and the charter;
- Ensure provision of ongoing training to all areas of the organisation to further develop skills relevant to customer service provision;
- Implement established procedures to deal with failure to meet endorsed standards of service delivery;
- Report to CEO and Executives on performance indicators for customer service.

Employees, Contractors, Apprentices and Trainees shall:

- Comply with this Policy and the Charter
- Actively support others in compliance with this Policy and the Charter
- Undertake training and performance management as required to maintain excellence in customer service.
- Report to Managers as required on performance indicators for customer service.

Customer Focus Staff shall additionally:

- Undertake Customer Advocacy through the direct provision of complaint, dispute and grievance support as required by members of the public and within guidelines provided in this Policy and the Charter and the Code of Conduct;
- Undertake support across the organisation in the form of coaching and training to ensure customer service expectations are being met;
- Seek and report on customer feed back, positive and negative, during the course of customer interaction.

### **Policy Background**

Policy Reference No. - 018  
Owner Unit – Customer Service  
Originator – Customer Service Coordinator  
Policy approved by – Council  
Date Approved - 12 May, 2010

### **History**

<b>Council Resolution</b>	<b>Date</b>	<b>Information</b>
C1005/150	12 May, 2010	Date of implementation Version 1