

Council Policy – Customer Service

Responsible Directorate	Community Engagement
Responsible Business Unit/s	Customer Services
Responsible Officer	Coordinator Customer Service
Affected Business Units	All Business Units

Objective

The objective of this Policy is to:

- ensure we deliver the service as outlined in the Shire of Serpentine Jarrahdale (the Shire) Customer Service Charter and to outline customer rights and responsibilities;
- provide customers with a choice as to how they provide feedback to the Shire about service provision;
- provide a structure around responding to, recording, reporting and using feedback to improve service to customers; and
- outline customer rights and responsibilities.

The Shire’s Customer Service Framework includes an effective complaint resolution process. Refer to Council Policy – Complaint Resolution.

Scope

This Policy is to assist the Shire in monitoring the achievement of its expectations through a proven feedback methodology to ensure the highest standards of customer service to achieve efficient and effective delivery of services to the community.

Policy

Introduction

The Shire strives to deliver standards of customer service at the highest level which is reflected in the Council Plan and Organisational Values. This Policy details how the Shire delivers on the commitment to customer service and how we measure our performance. This Policy and the Customer Service Charter form the Customer Service Framework.

The Shire’s commitment to Customer Service includes an effective complaint management system.

This is one method of measuring customer and client satisfaction, providing a useful source of information and feedback for continual service improvement.

Customer Service Responsibility

All Shire Elected Members, Officers, contractors, and volunteers are responsible for the provision of quality customer service to the Shire of Serpentine Jarrahdale community. They should perform their duties in a professional and responsible manner and treat members of the

public fairly, respectfully, and consistently, in a non-discriminatory manner and with proper regard for rights and obligations.

Each Officer is accountable for the quality of customer service delivered through their own work or the quality of output of any project or business unit of which they are a member.

Directors, Managers and Coordinators are responsible for developing a customer-focused work ethic in their teams and empowering Officers to undertake customer-focused decision making for the advancement of the community's interest.

The Shire acknowledges the diversity of our community, understanding the individual rights and needs this diversity brings and commit to act with the proper regard and sensitivity. The Shire commits to provide a clear and logical means for customers to access services, facilities and information including assistance where necessary to lodge requests or provide feedback.

The Shire recognises that our customers may wish to contact the Shire in a variety of ways, and we are committed to providing multiple options for customers to access Shire services. Customers can contact the Shire in the following ways:

- via the Shire Website – Make a Request
- by phone
- by visiting the Shire Office
- by visiting Serpentine Jarrahdale Library Services
- by email
- by mail.

Commitment to Service

The Shire is committed to better understanding the needs and expectations of the local community. The Shire will enhance its understanding of the needs and expectations of the local community by:

- Carrying out periodic community surveys to understand how the community thinks we're performing, and the areas for service improvement;
- Maintaining opportunities for feedback by encouraging the public to complete feedback surveys that the Shire will record, analyse and use to formulate service provision improvements;
- Maintaining a complaint handling system to respond to service failures and unsatisfied expectations, and which enables the Shire to identify and rectify service failures;
- Establishing guarantees of service in a number of areas and regularly measuring the performance of the Shire against these guarantees;
- Continuing to deliver information on the activities of the Shire through a variety of digital and traditional channels to meet the communication needs and preferences of our community; and
- Continuing to encourage input from the community on Shire activities through a variety of digital and face to face channels.

Officers will be provided with the appropriate tools, information, and training to provide quality customer service.

Standards

The importance of measuring how well we deliver customer service is recognised. The Shire has established a feedback handling process to ensure that customers are able to provide feedback to enable service delivery improvements. The quality of our customer service performance is measured against a number of standards, including Key Performance Indicators (KPIs) and reported in the Quarterly Management Report and Annual Report.

Records of Customer Service Requests

The Shire has an obligation to properly record and consider all customer reports and complaints.

The Customer Request Management System (CRM) is utilised to enable the logging, allocating, tracking and reporting of all Customer Service Requests (CRMs). The system is integrated with all relevant organisational mandated systems, utilised to measure the Shire's performance in the completion of service requests.

The Shire is committed to:

- ensuring whole of Shire utilisation of the CRM
- delivering control and tracking mechanisms to ensure service standards are being met
- the regular review of the CRM
- upgrading the CRM when necessary and appropriate
- provision of training and education.

It is recognised that at times, anonymous service requests may be made. For many service requests contact names, addresses or phone numbers are required to confirm information or obtain additional information. The Shire may therefore determine not to accept or investigate anonymous requests for service; however it is dependent on the level of the information provided, the severity of the situation, or the service requested.

In some cases customers may contact the Shire with an expectation that specific action will be undertaken by the Shire. In circumstances where a service request will not be progressed by the Shire, or the request is the responsibility of another organisation or State Government department or agency, the Shire will advise the customer of the reason and/or relevant organisation that may be better placed in assisting resolution of the matter.

Guidance Notes

The Shire's Customer Service Charter is the overarching Statement of Commitment to the delivery of service to our community. The Customer Service Charter is available on our website and is able to be downloaded. The Shire delivers a range of services for which more specific service charters may be adopted. This is reflective of the varying customer service delivery models dependant on the type of service provided. All service delivery charters must comply with the overarching charter.

Definitions

Customer means a purchaser or user of products or services of Council. This may include external customers such as ratepayers, residents, organisations, constituents, stake holders,

businesses, government agencies, contractors, consultants and internal customers, Councillors and other staff members.

Customer Service Request means a request for action to be taken in relation to a service or product of the Shire.

Feedback means positive or negative information about a customer’s reactions to a product, or a person's performance of a task which is used as a basis for continuous improvement and positive reinforcement.

Resolution means providing the customer with all relevant information and/or outline of action required and timeframe for completion and/or completed all action required.

Related Documents

- Council Plan 2023 – 2033
- Council Policy – Complaints Resolution
- Customer Service Charter
- Shire of Serpentine Jarrahdale Code of Conduct

Legislation / Local Law Requirements

- *Local Government Act 1995*

Amendment Record

		Date	Resolution Number
Council Adoption		18/12/2017	OCM179/12/17
Version	Date	Resolution Number	Amendment Details
2	17 March 2025	OCM068/03/25	New template and removal of the Customer Service Charter from the policy