



Customer Service Policy

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1. Scope

This policy applies to all interactions between staff and customers of City of Parramatta Council. It deals with expected standards of service when responding to customers in person, via telephone, email, facsimile, webchat, social media or written correspondence. The policy also applies to Customer Requests via Council resolutions. This policy does not set service standards for internal interactions between Units within Council

2. Purpose

This Policy has been developed to support Council's commitment to customer service - The Policy will also help staff respond to customers in a manner consistent with Council's purpose of delivering our service promise, and promote a high level of customer service and community focus.

3. Policy

3.1 The Customer Service Policy shows the realisation of Council's Vision and Values

Our Vision

Our Community Vision for the City of Parramatta is to be Sydney's Central City – Sustainable, Liveable and Productive - inspired by our Community.

Our Values

Council's core Values are our behavioural standards that underpin the service delivery we provide to our community including residents, businesses, visitors and not-for-profit organizations:

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Service Manager Customer Service	Area: Customer Service	POL No: 281
Date of Commencement: 2007	Approval Authority: Council	Date Approved: 17 April 2018
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Innovation

We build on our strengths, champion creative solutions and seek new and sustainable ways to deliver superior outcomes.

Customer Focus

We communicate openly with our customers, are responsive to their needs and create new relationships as our City grows. We work as one team

Teamwork

We support the role of leadership, collaborate within and across our teams, build effective partnerships with colleagues and our community to achieve our goals.

Integrity

We deliver on promises, act ethically, take responsibility for our actions and speak up respectfully. Integrity is the foundation on which everything is based.

3.2 Our service commitment to our Customers

To provide the best possible services to our community by delivering on our promise and making it easy to do business with Council.

To deliver on the reasonable service expectations of our customers.

To guide customers and the organisation in dealing with Customer Requests to ensure the highest possible level of service and commitment is achieved, by:

- Defining a 'Customer', 'Customer Request' and 'Service Request'.
- Establish principles for handling Customer Requests
- Ensuring that customers and staff understand the level of service expected when handling Customer Requests.
- Providing transparency and accountability in service provision.

3.3 General Service Principles

In handling Customer Requests, we are committed to the following principles:

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- Take the time and use our initiative to understand and meet your needs
- Treat you with respect and courtesy
- Improve convenience and access by providing a range of service options
- Keep our wait times to a minimum
- Give you clear and accurate information
- Give consistent advice
- Provide service with a smile
- Listen to your feedback
- Respond to complaints promptly
- Provide you with feedback when your complaint is completed
- Work with you to continuously improve and provide the best advice and service

These commitments are outlined in the City of Parramatta Council's Customer Service Charter.

3.4 Our Service Procedures

Customer Requests will be handled in the following way:

- Acknowledge Request
- Respond to Request
- Inform customer of progress of the Request
- Inform customer on completion of the Request

3.5 Our Standards of Service

In serving our customers we have set the following service standards:

- Answer 80% of your calls within 20 seconds
- Resolve 85% of your enquiries at the first point of contact
- When you visit us, we will respond to 80% of your enquiries within 5 minutes
- Respond to Social Media enquiries within 48 hours. We will strive to provide responses at the time or provide advice on how to officially lodge your enquiries with customer service
- When you write, fax or email us, we will acknowledge your correspondence within 10 business days of receipt and advise you of completion in 20 business days
- Deal with complaints as a priority, where the issue is complex, it may take up to 21 business days to resolve.

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Service level standards will be set for common Customer Requests. The standards are guided by the principles of the Customer Service Charter and this Policy. We will use these standards to measure our service performance.

3.6 Hours of Operation

Telephone, face to face and other Customer Service functions will be available during advertised hours of operation. An 'After-Hours' emergency service will be provided to enable Customers to contact Council outside normal business hours.

3.7 Requests that are Unreasonable or Abusive

Council is committed to treating all customers equally and fairly. Council also reserves the right to terminate or restrict communication channels with unreasonable customers.

We identify three main types of 'unreasonable' customer:

- Those who become physically or verbally aggressive.
- Those that make substantial and unreasonable demands on the workload and resources of Council.
- Those whose aim is to annoy, harass, humiliate and irritate.

For guidelines to determine what is 'unreasonable' and how to manage this type of customer, refer to the Customers Compliments and Complaints Policy and Procedures.

4. Definitions

Who is a Customer?

This policy deals with standards of response to external customers and Service Requests made directly by customers or by elected representatives on behalf of external customers.

Our Customers are people we serve or interact with on a day to day basis including:

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- Residents, clients, voters, members of the business community, sporting and community groups
- Future residents and generations who will be affected by current decisions
- Councillors, as elected representatives of the community
- Government Departments and Non-Government Organisations
- Visitors to the City

What is a Customer Request?

A customer request is a request for service, action and/or information received in person, via telephone, email, fax, webchat, social media or written correspondence. Customer Requests can also be generated via Council resolutions.

What is a Service Request?

A Service Request is the term used to identify customer requests that are logged in Council's Customer Relationship Management System (CRM). Service Requests are registered into the CRM system to help manage and action customer requests. The definition of a Service Request can be found in the CRM Procedure Manual.

5. Associated documents

This policy is created in response to Council's values and mission statement. The Customer Framework in Appendix 1 illustrates the relationship with other Policies and Procedures.

This policy relates to and is to be read in conjunction with the:

1. Customer Service Charter
2. Customer Service Procedures (Correspondence, In Person and Telephone)
3. Code of Conduct and associated Policies including Compliments and Complaints, Access to Information Policy and Interactions between Councillors and Staff.

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City of Parramatta Customer Charter



Our Service Promise!

