

STRATEGIC SERVICE PLAN

Customer Services

2023-2027

Our customer strategic service enables us to deliver efficient, consistent, and personable customer interactions that meet our customers' needs and expectations via the channel they prefer.

Our customer strategic service includes customer operations and the experience customers have when they interact with Council.

This strategic service plan will inform the design of services to ensure there is a consistent and aligned customer experience delivered across all services.

Customer sub-services

The Customer strategic service consists of three sub-services: Customer Experience, Customer Service and Digital.

Sub service	Purpose	How this is achieved
Customer Experience	Informs how we deliver and improve customer centric experiences.	- Understanding customers' needs, expectations, and preferences so we can deliver measurably more positive experiences more often. - We do this through our: Voice of Customer program, Customer First program and delivery, Customer experience research and journey mapping and Complaint policy management and performance reporting.
Customer Service	Delivers frontline experiences across Council channels – phone, email, mail, in person, social media and live chat.	- Customer Service is the primary point of contact for customers and represents the front door to do business and interact with Council. - Providing a point of connection to Council across multiple channels for resolution and recording of customer requests, issues and payments.
Digital	Delivers digital experiences to customers via automated self-service options to interact with council at a time and place they prefer.	Online services, including web and mobile technology, aimed at reducing cost to serve and improving customer and community services.

Customer Strategic Service Goals

Goal 1: Resolve more requests the first time a customer makes a request, through centralised customer operations.

- Upgrade business systems to make the best use of technology and process improvements to deliver timely and consistent updates to customers and to make it easier to interact with Council.

Goal 2: Use technology to streamline and automate processes and provide more self-service options for customers who choose digital channels.

- Provide more digital and automated self-service options to improve our ability to delivery timely and consistent service.
- Ensure information is consistent across Council communications channels.
- Enable customers to access and use self-service options to interact at a time and place they prefer.

Goal 3: Provide customer insights and research to the organisation to support a strong customer-focused in our service delivery.

- Ensure customer feedback and needs are considered across all our services.
- Measure our performance using customer centric measures.

Goal 4: Design service experiences that are easy and accessible, in the way customers need and prefer.

- Ensure Council's Service Level Agreements (SLAs) are consistent and easy for customers to understand.
- Investigate options for a reliable translation services.
- Provide more self-service options for customers to make bookings.
- Make our services and channels are accessible and easy for all customers to use.

Goal 5: Deliver consistent experiences, through clear processes, connected systems, accurate data and equipping staff with the right skills and support.

- Improve customer contact data to support consistent service.
- Ensure staff and customers have access to consistent and accurate information.