



2. OPERATIONAL UNITS POLICY/PROCEDURES

2.2 CITY MANAGEMENT - PUBLIC RELATIONS

POLICY NUMBER	2.2.03	Public Document?		Council or Administration		PAGES	4
		Yes		Administration			
SUBJECT							
CUSTOMER FIRST SERVICE CHARTER							
COUNCIL MEETING	MICA0221	ISSUE DATE	25/10/04	REVIEW DATE	MICA0259 - 26/2/07 MICA0272 - 24/9/07 MICA0306 - 6/5/10 AR11/3869 - 28/2/11 AR13/2199 - 29/1/13 AR15/7044 - 23/2/15 MG - 1/8/2018	DELETED DATE	
EXTERNAL LEGISLATION:				INTERNAL REFERENCES:			
RELATED POLICIES:				RESPONSIBLE OFFICER:			
Port Augusta City Council - Appropriate Naming Policy - 2.3.01 Complaints Policy - 1.1.17 Requests for Service Policy - 1.1.18				Chief Executive Officer			

SECTION A

1.0 POLICY STATEMENT

- 1.1 Providing a high level of customer service is a **whole of organisation** responsibility and **all staff** should aspire to being friendly, approachable, supportive and responsive to our customers needs.

- 1.2 Port Augusta City Council strives to provide excellent customer service to its customers. Our customers are our residents, visitors, ratepayers, businesses, workers and contractors. The City is committed to a partnership with you, to achieve our 20 year Community Vision of a **Thriving, Creative, Connected, Caring, Celebrating and Achieving City**.

We will **Thrive** by encouraging, supporting and facilitating economic growth for the benefit of the whole community and always promoting the City and region in a positive manner.

We will Create a community that is nurturing and inspires leadership throughout the community to achieve excellence in education, health, sport, recreation and the arts.

Through being Connected with our community we will work together towards supporting and providing access to excellent services and infrastructure for our community as a whole, no matter what their cultural, religious, background or abilities are.

As a Caring City, we recognise the importance of protecting our unique natural environment and commit to working with the community to protect the environment and our cultural and built heritage.

Celebrating our community's cultural diversity, top location, and community achievements which make our City so unique and such a great place to live, work, visit and play, will continue to be very important to us.

Achieving excellence by providing professional, effective and customer focussed services, supported by strong leadership, trained and skilled staff and Elected Members, and high level of management in relation to our financial and physical resources.

- 1.3 We will respect our customers, colleagues and Elected Members, and as an organisation will endeavour to anticipate, and where possible, exceed our customers' needs and expectations.

2.0 PURPOSE

- 2.1 The purpose of this policy is to identify the commitment to achieving customer service excellence and to provide guidelines as to how we will strive to deliver services in a professional, co-ordinated and timely manner.

3.0 RESPONSIBILITY & REVIEW

- 3.1 All Staff.
- 3.2 To be reviewed within 12 months after a General Election, in line with any legislative changes or by resolution of Council.

SECTION B

4.0 PROCEDURE

4.1 Our Service Commitment:-

This Customer First Service Charter guides the City's partnership with you. We value you as our customers, and have introduced this Charter as an expression of our firm commitment to providing a high standard of service, and ensuring consistency and sustainability in service delivery.

4.1.1 We are committed to:

- a) providing prompt, friendly, courteous and efficient customer service;
- b) striving to excel in customer service through continuous improvement, and implementation of new technologies;
- c) offering customer friendly systems and efficient processes;
- d) actively seeking your feedback on our services to ensure they meet your needs.

4.1.2 We invite you to:

- a) attend Council and Committee Meetings;
- b) attend local Community Forums and Expos to meet and talk with City staff and hear about projects and programs;

- c) make an appointment to speak to relevant Directors, Managers or Chief Executive Officer regarding issues that you require answers to.

4.1.3 **What you can expect from us:**

- a) we will treat you courteously and respectfully and welcome your feedback on our services, our processes and our people;
- b) we will always act with honesty and integrity;
- c) we will listen carefully to your concerns to ensure we can determine the most appropriate way to address your request;
- d) we will provide you with clear, accurate and timely information;
- e) we will treat your personal information with confidentiality;
- f) we will aim to exceed your expectation.
- g) we will check voicemail and email at regular intervals and respond within the service standards listed in Clause 4.1.5 below.

4.1.4 **How you can help us:**

- a) by being courteous and respectful to our staff;
- b) by respecting the rights of other customers;
- c) by providing complete and accurate information in your dealings with us;
- d) by helping us to recognise our people by telling us when you have received excellent customer service;
- e) by advising us if your expectations have not been met in our service delivery so we know how to improve our services.

4.1.5 **Our Service Standards:**

- a) we offer a 24 hour call centre service and aim to answer your calls within 15 seconds;
- b) we aim to ensure that 80% of enquiries made in person at our Customer Service Counters are attended to within 3 minutes;
- c) when you write to us we will aim to respond within 10 business days. If the issue is complex we will keep you informed of our progress (refer Complaints Policy 1.1.17), and aim to complete any investigation within 60 days;
- d) when you email us we will aim to reply within 10 business days; if unable to respond to your request or query within this timeframe, you will be advised of the reason why and given a response time;
- e) we will endeavour to reply to all messages, including telephone messages and voicemail, within 24 hours;
- f) when you report a request for service it will be entered into our Customer Request Management system and you will be provided with a CRM number so that you can track the progress of the request at any time;

- g) we will welcome you with a smile and a positive greeting and when closing a conversation, use of positive closing such as 'Thank you' or 'Thank you for calling', 'Goodbye'.
- h) we will save emails (in/out) that need to be retained for record keeping purposes within Council's Electronic Records Management System.

4.1.6 **Making a Complaint:**

If we fall short in our service, or make a mistake, we encourage you to bring your concern to us directly so that the matter can be resolved promptly and to your satisfaction.

- a) Any complaint regarding your dealings with the Council can be addressed to:

Chief Executive Officer
Port Augusta City Council
PO Box 1704
PORT AUGUSTA SA 5700

- b) Council also has formal Complaints and Compliments Policy and Guidelines which outline the standards for quick and effective actioning of complaints. These documents can be addressed on Council's website at www.portaugusta.sa.gov.au under the heading 'Fast Find' on the left hand side of the home page.

4.1.7 **Giving Feedback:**

We want to hear from you and will listen to what you have to say. You can contact us by:

Telephone: (08) 86419100 (Monday to Friday (9am-5pm)).
Email: admin@portaugusta.sa.gov.au
Postal: Port Augusta City Council, PO Box 1704, PORT AUGUSTA SA 5700

5.0 STAFF RESPONSIBILITIES

- 5.1 The Chief Executive Officer is ultimately responsible for the level of Customer Service provided by the organisation, although responsibilities arising out of the implementation of Customer Service initiatives are delegated to all staff throughout the organisation.
- 5.2 All Directors and Managers are responsible for ensuring their respective teams know, understand, are properly trained and deliver the appropriate levels of customer service.
- 5.3 All staff are responsible for implementing the relevant customer service initiatives and pursuing the commitment and standards outlined in this policy.
- 5.4 Staff Appraisals will include reference to Customer Service standards and each officer as part of their annual appraisal will be assessed as to their level of customer service. Training will be provided to those staff identified as requiring improvement in the area of customer service.

6.0 AUDITS

- 6.1 Annual Staff Appraisals will be undertaken annually and customer service levels for individual staff will be assessed and training provided where appropriate.

SECTION C

7.0 FORMS AND ATTACHMENTS

- 7.1 Not applicable.