



CUSTOMER EXPERIENCE POLICY

REVIEW AND RESPONSIBILITY	
POLICY OWNER	Manager Customer Engagement and Experience
FIRST ADOPTION DATE	25 March 2025
LAST ADOPTION DATE	N/A
NEXT REVIEW DATE	25 March 2028
REVIEW CYCLE	Every 3 years unless legislation differs
LAST AMENDMENT DATE (ADOPTION NOT REQUIRED)	Nil.

CUSTOMER EXPERIENCE POLICY



POLICY STATEMENT	The Customer Experience Policy details our service commitment to both staff and customers, and outlines Council's Customer Service standards.
SCOPE	All Employees, Councillors, Volunteers
RELATED PROCEDURES	<ul style="list-style-type: none">• Complaint Handling Protocol• Assisted Communications Policy (ACP)
RELATED DOCUMENTS	<ul style="list-style-type: none">• Code of Conduct• Privacy Management Plan• Social Media Policy• Respectful Behaviours Protocol• Records/Information Management Protocol
COMPLIANCE REQUIREMENTS	<ul style="list-style-type: none">• Privacy & Personal Information Protection Act 1998• Government Information (Public Access) Act 2009• Local Government Act 1993

Always read this policy in conjunction with the Related Procedures identified above.

1. PURPOSE OF THIS POLICY

This policy describes Council's focus on delivering a customer-centric and customer-focused approach to service delivery and provides our commitment to providing excellent customer service, as we aim to deliver a welcoming, consistent and positive customer experience on every interaction, as a high performing organisation.

This policy describes key Customer Service Standards and Service Commitments, informing customers of the timeframes by which we will endeavour to respond to customer request, and the levels of service you should expect from us.

As employees, we are dedicated to working together to provide a consistently high-quality service and to maintain that same level of excellence for our community. Council is committed to:



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- Communicating regularly and providing updates in a timely manner
- Being accountable to our actions
- Carrying out our duties with competency and integrity
- Employing a professional, respectful, honest and fair approach in all interactions

2. PRINCIPLES

Council is committed to delivering programs and services with a solid focus on exceptional customer service and enabling a positive customer experience through every delivery channel or touchpoint. The Customer Experience Policy outlines our commitment to deliver a professional, engaging and consistent service that meets customer expectations and aligns with Council's values and goals. It is important that both Council staff and members of the community embrace an honest, respectful and fair approach when communicating with each other.

Delivering customer experience is everyone's responsibility and underpins the way customer interactions are supported by our organisation. We are committed to delivering progressive services for our community. Our employees will show care in all interactions with our customers, whether they are internal or external.

Listening to the views of the customer is important and key to this Policy, and Council is committed to a program of evaluation to understand and review our own performance to ensure high quality customer service.

The goal of Council's customer experience policy is to deliver a positive change in the customer's overall experience and satisfaction with Council by focusing on the following customer experience elements.



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Timeliness -	providing timely updates on our delivery channels, and responding to your enquiries within our committed service standards.
Accuracy -	ensuring our community receives clear, consistent and useful information whenever they engage with any of our services.
Accessibility -	placing a clear focus on making sure our services are easy to use, and accessible in a way that is convenient to all our community.
Responsiveness -	being approachable, friendly and open in our discussions, agile in responding to the needs of the community, and committed to delivering what we say we will do.
Resolution focused -	helping you receive what you need as quickly as possible, and delivering effective, efficient and valuable services that benefit the community.

Council's Service Commitment

What you will receive from us.

We will:

- Show respect, empathy and professionalism, and be efficient and consistent with our approach
- We will manage your enquiry with confidentiality and responsibly manage your personal and sensitive information to protect it from unauthorised access, use, or disclosure. (Refer to Council's Privacy Management Plan).
- Communicate how your matter will be progressed and outline any specific timeframes for your requests
- Enable options to connect, consult and engage with the community
- Continually measure the quality of our services by using customer surveys, feedback and performance data
- Value your feedback and suggestions and see them as an opportunity for continuous improvement and commit to investigating concerns
- Make information, resources, and services accessible and inclusive for all.



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What Council asks of you.

To help us to assist with your enquiry, we seek your commitment to:

- Always show respect for both staff and Council assets, including facilities and infrastructure
- Provide timely and accurate information in a clear and concise manner
- Provide your name and relevant contact details when making requests
- Respect that anonymous feedback may not be able to be actioned
- Provide responses to our requests in the timeframes specified to help us achieve our committed service standards
- When contacting Council in writing, unless specifically provided with a different email address, always use Council's general email address so the enquiry may be directed to the correct person or department for a response.
- Acknowledge that Council is subject to strict governance, legislation and circumstance that may result in decisions that you may not agree with
- Be open and honest and provide constructive feedback on your experience when offering suggestions for improvements in service delivery

Zero Tolerance

All Wollondilly employees have the right to a safe workplace free of abusive or aggressive behaviour. Wollondilly Council has a Zero Tolerance position on any aggression or abuse directed towards its employees.

At all times, we expect our customers and staff to communicate with respect and courtesy, demonstrating empathy and professionalism toward one another.

If aggressive or abusive behaviour is directed at staff they will:

1. Advise you that they will be unable to assist you if you continue the behaviour
2. Warn you that they will end the conversation or interaction if the behaviour continues
3. End the conversation or interaction

In the event that a threat of violence is made against a staff member, the matter will be reported to the police.



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Council's Service Standards

When contacting Council by telephone

- We will aim to answer your enquiry at first point of contact and if unable to do so, we will refer your enquiry to the team who can best assist
- We will aim to answer 80% of your calls within 20 seconds
- If we are unable to resolve your enquiry or the Council Officer you are requesting is not available, we will aim to call you back by close of business the following working day
- We will provide a 24-hour phone service for urgent or emergency after-hour calls.

When visiting Council in person

- We will aim to answer your enquiry at first point of contact and if unable to do so, we will refer your enquiry to the team who can best assist
- If we are unable to resolve your enquiry or the Council Officer you are requesting is not available, we will aim to call you back by close of business the following working day

When contacting Council in writing and email

- We will aim to reply to your enquiry using your requested method of contact where one has been advised
- We will endeavour to respond to written communication within 7 working days of receipt, and provide clear and concise updates.
- Where additional follow up time is required for more complex matters, we will keep you informed with committed follow up dates.

When lodging a Customer Requests for action

- We will acknowledge lodgement of all Customer Requests for action within 5 working days.
- We will make every effort to review, resolve or complete customer requests as soon as possible in accordance with current service delivery timelines
- When necessary, we will provide you with the details for the most suitable agency or organisation that can best assist with your enquiry.

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When contacting via Social Media

- Please note that comments left on social media posts do not negate the need to lodge a Customer Request through the Customer Portal or by calling Council to report a matter directly
- NB: Council cannot guarantee to provide responses to all posts made on Council's social media sites and therefore will post responses when considered necessary or appropriate. For further details refer to Council's Social Media Policy.

When lodging Compliments, Feedback, Suggestions and Complaints,

- Council will review and action as appropriate all compliments, feedback, suggestions and complaints received. Refer to Council's Complaint Handling Policy.
- For compliments, feedback, suggestions and complaints we will attempt to acknowledge within 7 working days of receipt where practicable, and we will notify you in writing of any anticipated timeframes for follow up.

When in the community

- When you see us working in the community, at our parks, our sportsgrounds, or on the road, at Council events, or when using one of our services such as Library, Mobile services, Children's Services, know that we are here to help!
- Whether you have a question or need assistance, we'll do our best to assist you. If we're unable to help directly, we'll provide contact information to connect you with who can
- We will put your safety and that of our staff at the forefront of all interactions.

3. ROLES AND RESPONSIBILITIES

ROLE	RESPONSIBILITY
COUNCILLORS	Maintain awareness of and self-accountability to service standards related to this policy.



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CEO	Organisational responsibility to ensure all staff are compliant with and adhering to service standards related to this policy.
DIRECTOR/CFO	Divisional adherence and monitoring of service standards related to this policy.
MANAGER	Education, team awareness, and monitoring of service standards related to this policy.
STAFF	Maintain awareness of and self-accountability to service standards related to this policy, and any specific to individual roles.
CONTRACTORS / VOLUNTEERS	Maintain awareness of and self-accountability to service standards related to this policy, and any specific to individual roles.
REPRESENTATIVES	N/A

4. RISK ASSESSMENT

Failure to meet service standards can result in Council not meeting community expectations, and delivering a poor customer experience.

Mitigation can be achieved through:

- performance monitoring of key service standards and measures, including complaint management processes, and
- staff training and education processes to support delivering exceptional customer experience aligned with our goals and values.