

# Customer Experience Policy

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Approved by:	General Manager Community and Customer Services
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## Head of Power

Our Corporate Values drive the behaviours demonstrated by our employees and underpin our interactions with our community. They support the interactions we have with customers to ensure we provide a quality customer experience for all touch points across Council.

## Policy Objective

To deliver productive, respectful and meaningful experiences to customers across all channels to ensure we continuously improve our customer experience performance. It is a recognition that customer experience is everyone's responsibility and underpins the way customer interactions are supported by our organisation.

## Policy Statement

Redland City Council, through its Corporate Plan, is committed to providing services that deliver our community's shared vision and collective aspirations; *Naturally wonderful lifestyle. Connected community. Embracing opportunities.* We are a values led organisation and our organisational values encapsulate what we care about, influence how we operate and support our mission: Make a difference, make it count.

Council is committed to the achievement of high standards across all aspects of customer interactions and the ongoing review and improvement of those standards. Council formally recognises the importance of internal and external customers, and the way in which employees interact with our customers will impact significantly on the customers' perception of Council. Providing a positive customer experience for our customers supports the effectiveness and value of our organisation.

Council is committed to:

- Ensuring our customers are our priority and work towards resolving inquiries at first point of contact wherever possible through accurate, consistent and timely responses in all customer interactions.
- Developing a customer first culture throughout the organisation by providing staff with the support and tools they need to deliver a positive customer experience including training, education and access to the appropriate systems, processes, technologies and strategies.
- Ensuring equitable access to Council services and information for all customers regardless of ability, ethnicity, language or age. Council will treat customers with respect, courtesy, dignity, fairness and efficiency at all times.
- Ensuring a customer focus where the evaluation of customer feedback and insights drive continuous improvement of processes and procedures to improve customer experience, including utilising technological advancements that advocate for the customer and facilitate positive customer outcomes.
- Providing quality information in a timely fashion to the Mayor and Councillors to assist them in providing the best possible service to the community.

For Corporate Governance Use Only

Department:	Community and Customer Services	Group:	Customer and Cultural Services	Page 1 of 3
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# Customer Experience Policy

- Improving customer experience aligned to customer service standards and customer experience performance measures which guide officers in their interactions with customers.
- Upholding the provisions of the *Right to Information Act 2009* and the *Information Privacy Act 2009* including maintaining confidentiality for customers in all matters in strict accordance with those statutes.

## Definitions

Term	Definition
Customer	A customer is defined as an individual who benefits from facilities, goods and/or services and interacts with or within Council to request information, services or actions from officers.
Customer Advocacy	Customer advocacy is defined as advocating on behalf of a customer which means “standing in their shoes”, considering the customer’s viewpoint and position in our decision making process, and acknowledging any potential impacts our actions may have on a customer.
Customer Experience (CX)	Customer experience (CX) is defined as the feeling or perception a customer has of Council in every interaction, from the first point of contact to resolution of their inquiry.
Customer Interaction	Customer interaction is defined as the act of engaging with the customer using one of the customer channels available e.g. email, phone, SMS, mail, face-to-face.

## Associated Documents

- Managing Unreasonable Complainant Customer Conduct ([A3154119](#))
- Complaints Management Process Policy ([A3155274](#))
- Complaints Management Process Guideline ([A3161901](#))
- Customer Service Standards Guideline ([A5602918](#))
- Acceptable Requests Priority Guideline ([A3169496](#))
- Redland City Council Customer Charter ([A3990169](#))
- After Hours Response ([A3554761](#))
- Corporate Services After Hours Response Guideline ([A3597530](#))
- Redland Water Customer Service Commitment Statement ([A3879733](#))
- Employees Code of Conduct ([A196608](#))
- Customer Request Management Procedure PR-3125-001-001 ([A3927917](#))

## Document Control

Only Council can approve amendments to this document by resolution of a Council Meeting, with the exception of administrative amendments which can be approved by the relevant ELT member. Refer to *Policy Instrument Development Manual* for an explanation on administrative amendments ([A4063988](#)).

Any requests to change the content of this document must be forwarded to relevant Service Manager(s).

Approved documents must be submitted to the Corporate Meetings and Registers Team for registration.

# Customer Experience Policy

## Version Control

Version number	Date	Key Changes
2	October 2017	<p>Administrative Amendments: Included the following wording: This policy supports the Redland City Council Corporate Plan 2015-2020: Inclusive and ethical governance to include:</p> <ul style="list-style-type: none"> <li>• Deep engagement, quality leadership at all levels, transparent and accountable democratic processes and</li> <li>• A spirit of partnership between the community and Council will enrich residents' participation in local decision-making to achieve the community's Redlands 2030 vision and goals.</li> </ul> <p>This Policy forms part of our Corporate Values in particular: Customer Service – We deliver on our commitments and provide excellent customer service</p> <ul style="list-style-type: none"> <li>• Included wording Social Media</li> <li>• Included and removed wording - The Policies objective based on Corporate Values is to deliver a consistent, high quality customer experience across multiple channels to all our customers who make contact with Council,</li> </ul> <p>Removed the following wording: Sections 3 and 4 of the <i>Local Government Act 2009</i> (the Act) outline the purposes and principles of the Act and the basis on which local governments will operate. These include;</p> <ul style="list-style-type: none"> <li>• the development of a system of local government in QLD that is accountable, effective, efficient and sustainable</li> <li>• transparent and effective processes and decision making in the public interest</li> <li>• democratic representation, social inclusion and meaningful community engagement</li> <li>• added information about resolution of General Meeting link to Complaint Management Procedure Guideline</li> </ul>
3	September 2019	<ul style="list-style-type: none"> <li>• Changed policy name from Customer Contact to Customer Experience</li> <li>• Administrative amendments to update references to new corporate plan.</li> <li>• Updated policy objectives to include responsiveness and customer services obligations on everyone at Council</li> <li>• Policy Statements updated to reflect customer experience replacing customer contact.</li> <li>• Deleted references to Employees Code of Conduct</li> <li>• Updated associated documents to be read with Policy.</li> </ul>
4	January 2020	<ul style="list-style-type: none"> <li>• Added documents under associated documents</li> <li>• Removed quote outcome as per suggestions</li> <li>• Customer Values added to Head of Power</li> </ul>
5	March 2022	<ul style="list-style-type: none"> <li>• Administrative update to include reference to new Corporate Plan</li> </ul>
6	November 2022	<ul style="list-style-type: none"> <li>• Minor administrative updates to associated documents.</li> </ul>
7	October 2023	<ul style="list-style-type: none"> <li>• Minor administrative updates to align wording with the Customer Experience Strategy measures, strategic objectives and actions.</li> </ul>
	December 2023	<ul style="list-style-type: none"> <li>• Administrative change to associated documents, no change to review dates or version number</li> </ul>