

## CUSTOMER EXPERIENCE STANDARDS

### HOW WILL WE EVALUATE OUR PERFORMANCE?

We will benchmark ourselves against the following standards;

- Answer 80% of calls within 60 seconds at our Customer Experience Centre;
- Respond to and/or acknowledge messages by close of business the following working day
- Respond to your correspondence within 10 working days and provide ongoing updates until resolution
- Refer your enquiries to another agency if we cannot provide the service you require and/or provide the correct agencies contact details
- Acknowledge all Customer Service Requests within 3 working days. Notify of completion or provide an update within 14 working days

### IN ADDITION WE WILL;

- Welcome valued feedback
- Conduct regular customer satisfaction surveys
- Support staff not to endure abusive customers
- Use internal systems and reporting to measure our performance, including having key performance indicators in the 2040 Community Strategic Plan

- Recognise our staff for excellence in service delivery
- Implement quality training for our staff

### HELP US TO DELIVER BETTER SERVICE

To assist us in delivering quality customer experience we ask you to:

- Treat staff with respect and behave in a courteous manner
- Provide accurate and complete information and documentation
- Quote reference numbers when contacting us about an existing application or query
- Provide a day time telephone number or an e-mail address in your correspondence
- When calling, quote the officer nominated on any correspondence sent to you and quote the file number on the letter
- Respect other customers and community property

### ACCESS AND INCLUSION

Dubbo Regional Council is committed to creating an accessible and inclusive community for all people with disabilities and people from culturally diverse backgrounds. If you require the Customer Experience Charter in any other format, such as large print/braille, please contact Dubbo Regional Council.

# CUSTOMER EXPERIENCE CHARTER



## OUR VISION

Creating Community  
for today and  
tomorrow

## OUR PURPOSE

Lead  
Connect  
Deliver

## OUR VALUES

- Progressive
- Sustainable
- One team
- Integrity

Dubbo Regional Council is committed to ensuring that its customers and community receive proficient, responsive and friendly service at every opportunity. Our staff are committed to being open, honest, fair and accountable in all our dealings with customers and strive to provide timely, efficient and consistent services.

Our Customer Experience charter details our commitment to provide you with quality customer service. The Customer Experience Charter provides clear standards for our staff to strive for service excellence in achieving Dubbo Regional Council's vision of Creating Community for today and tomorrow.

Customer experience is everyone's responsibility and we will hold each other accountable in our service commitment.

## OUR COMMITMENT TO YOU

We will:

- Act in a way that reflects and upholds our core values – Progressive, Sustainable, One Team and Integrity
- Listen and respect your issues and concerns
- Set clear expectations and deliver on those commitments
- Be professional, considerate and courteous
- Train our staff to deliver information and services
- Provide clear and concise information in a timely manner
- Recognise and respond to the diverse needs of our community and act with proper regard and sensitivity
- Actively measure and monitor our performance against the Customer Service Standards



DUBBO REGIONAL COUNCIL

## OUR VISION, PURPOSE AND VALUES

**OUR VISION**  
Creating Community  
for today and tomorrow

**OUR PURPOSE**  
Lead, Connect, Deliver

### OUR VALUES

#### PROGRESSIVE

BE CURIOUS, COURAGEOUS AND COMMITTED

- Challenging the status quo
- Finding better ways
- Seeking change and innovation

#### SUSTAINABLE

BALANCED APPROACH TO  
GROWTH AND OPPORTUNITY

- Financially sound
- Social equity
- Environmentally responsible
- Conscientious leadership and governance

#### ONE TEAM

WORKING TOGETHER

- We take care of each other and ourselves
- Partnering to deliver better outcomes
- Fostering positive experience
- Investing in people

#### INTEGRITY

ACCOUNTABLE FOR OUR ACTIONS

- Valuing and acknowledging our cultures
- Leading by example
- Open and ethical practices
- Upholding our commitments



**OUR CUSTOMER  
EXPERIENCE CENTRES  
ARE OPEN  
MONDAY – FRIDAY  
9.00AM – 5.00PM**



**(02) 6801 4000 – 24HRS**



• Cnr Church and Darling Street, Dubbo  
• Cnr Nanima Cres and Warne St, Wellington



**PO Box 81, Dubbo NSW 2830**



**council@dubbo.nsw.gov.au**



**dubbo.nsw.gov.au**

## CUSTOMER EXPERIENCE STANDARDS



When you contact us by phone, we will aim to answer your enquiry the first time to minimise transferred calls.

If we are unable to resolve your enquiry, we will transfer or forward your enquiry to an appropriate staff member/ specialist.

Dubbo Regional Council can be contacted 24 hours a day, seven days a week. A phone service for urgent, after-hours calls is provided.



If you call in to see us, we will;

- Greet you with respect, courtesy, dignity and with a smile.
- Identify ourselves so that you know who you are interacting with
- Where possible, put you in direct contact with the staff member best able to respond to your enquiry.
- Aim to answer your enquiry at the first point of contact.

If we are unable to resolve your issue at the first point of contact, we will;

- Forward your enquiry to the appropriate staff member who will contact you with a response no later than the close of business the next working day; or;
- If necessary, arrange an alternative meeting time that suits you.



If you write to us, we will;

- Respond in language that is clear, concise and easily understood.
- Respond to correspondence using appropriate means and ensure that accurate records are maintained.



If you see us in the field such as parks, sportsgrounds and attending to road maintenance, we will;

- Put your safety and that of our staff at the forefront of our interactions
- Endeavour to assist you with your enquiry
- Resolve your enquiry or provide details of an alternative contact person.

## CUSTOMER EXPERIENCE STANDARDS



Social Media allows us to share accurate and timely information directly with our community.

Council cannot guarantee a response to all posts made on its social media sites and therefore will post response when considered necessary or appropriate.

More information is available in Council's Social Media Policy which is available on the A-Z Policies of our website [dubbo.nsw.gov.au](http://dubbo.nsw.gov.au).



Dubbo Regional Council maintains a Customer Request Management (CRM) system that records, monitors and reports on requests we receive.

This service enables customers to notify council of an issue, request an action, report faults, defects or hazards in council's sphere of operations.

You can lodge a customer service request over the phone, in person, in writing or on Council's website.



Dubbo Regional Council is committed to protecting the privacy of its customers, business contacts, councillors, employees, contractors and volunteers. Council complies with the Privacy and Personal Information Protection Act 1998 and the Health Records and Information Privacy Act 2002.

Dubbo Regional Council is committed to the privacy principles contained within these Acts and provides a Privacy Management Plan for staff members on proper information handling practices. Council's Privacy Management Plan also explains how your personal information will be treated and is available on the A-Z Policies section on our website.



Dubbo Regional Council's website [dubbo.nsw.gov.au](http://dubbo.nsw.gov.au) allows council to be accessible 24 hours a day.

The website allows the community to Live stream Council meetings, find any council related forms, be informed on news & updates, pay rates and debtor accounts, register your pet, report on a number of issues, track DA's, CDC's and progress of applications, view all available work open for tenders and quotes as well as have your say and see what is on public exhibition, and so much more.

Dubbo Regional Council ensures that we will update the website so that all information is current and that the website is user friendly and easy to navigate.

### INTERNAL OMBUDSMAN

The Internal Ombudsman provides a professional, complaint handling service to the Dubbo Regional Council community. The Internal Ombudsman has a remit to impartially and objectively investigate the conduct and actions of Council and Council officers in the case of possible corruption, misconduct, maladministration or other unethical behaviour.

The Internal Ombudsman also reviews Council processes to ensure that they have been carried out fairly and in accordance with Council's procedures, policies and any Acts or Complaints are accepted from members of the community and Council staff.

### CONTACTING THE INTERNAL OMBUDSMAN

**Phone: 02 6801 4000**

(9.00am to 5.00pm Monday to Friday).

If a complaint is made by telephone, the Internal Ombudsman may ask for a written submission subsequently.

**Email:** [ombudsman@dubbo.nsw.gov.au](mailto:ombudsman@dubbo.nsw.gov.au)

**Post:** Internal Ombudsman, C/- Dubbo Regional Council, PO Box 81, NSW 2830 (please mark your letter "Confidential")

**Facsimile:** 02 6801 4259 (please mark your facsimile "Confidential").

### FEEDBACK

Dubbo Regional Council values your feedback and is used as an opportunity to learn and improve our customer experience and service delivery.

Dubbo Regional Council encourages customer's feedback. You can do this by attending in person at a Customer Experience Centre, phone, write, email or submit an online enquiry.

Please tell Council when we have done things well. It confirms that the service council is providing is a service that you value, and helps us to recognise the efforts of our people.



### COMPLAINTS

Dubbo Regional Council have a formal Complaints Handling Policy which outlines standards and processes for actioning matters raised by customers quickly and effectively. Complaints are different from "Requests for Service".

This policy can be accessed at:

- [dubbo.nsw.gov.au](http://dubbo.nsw.gov.au)
- Customer Experience Contact Centre (02) 68014000 during business hours.

