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## Customer Feedback Policy

<b>Policy Type: Operational Policy</b> <b>Policy Owner: Manager Neighbourhood Amenity</b>	<b>Policy No.: OP-022</b> <b>Last Review Date: 4 August 2016</b>
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### Policy Objectives

Customer feedback can help to identify strengths and problem areas in service provision and generate ideas for service improvements.

The objectives of this policy are to provide:

- a) A uniform and effective mechanism for the management of formal and informal customer feedback, including recording of suggestions and compliments and prompt resolution of complaints.
- b) Data collection that provides meaningful management information designed to highlight trends or systemic problems associated with City of Melville policies, products or service provision. This information will be considered and, as appropriate, used to improve business processes.
- c) A fair, equitable and consistent approach to complaints handling that strives for best practice and continuous improvement in customer satisfaction and service delivery.
- d) A clear process to demonstrate how customer feedback inputs to City of Melville business.

### Policy Scope

This policy applies to all staff and contractors of the City of Melville that receive and manage customer feedback relating to products and services delivered by or on behalf of the City of Melville.

For the purposes of this policy, the following is not classified as customer feedback and are out of the scope of this policy:

- Feedback obtained during stakeholder and community engagement processes
- Queries and requests for specific information
- Requests for a direct service

## Definition of Customer Feedback

Feedback includes complaints, compliments and suggestions for improvement about a service, experience or event. Usually it will involve a specific transaction with City of Melville staff, Elected Members or contractors.

Customers may provide feedback on:

- a) The standard of a City of Melville Service.
- b) The behaviour of a City of Melville employee or Elected Member.
- c) The action or lack of action by the City of Melville, which results in failure to deliver on a commitment.
- d) A third party who is under the jurisdiction of the City of Melville.

## Definition of a Complaint

The Australian Standard on Complaints Handling (ISO 10002:2006) defines a 'complaint' as any: *"expression of dissatisfaction made to an organisation, related to its products [or services] or the complaints handling process itself, where a response or resolution is explicitly or implicitly expected."*

## Policy Statement

The City of Melville is committed to managing customer feedback in an accountable, transparent, timely and meaningful way.

The City is committed to the following complaints management principles:

- complaints can be lodged without fear of retribution;
- the confidentiality and privacy of complainants will be protected;
- complaints will be assessed in a fair, objective and professional manner;
- complaints are resolved in a timely fashion;
- ensure the application of natural justice;
- integrate complaints information into business improvement processes.

Feedback about our policies, products and services is highly valued as a means of gauging their efficiency and effectiveness and identifying areas for continuous improvement.

This policy acknowledges customers, employees, Elected Members, contractors and all other parties who deal with the City of Melville have a right to provide feedback about the City's policies, products and services.

**The City of Melville's Complaints Handling process, guiding principles are based on elements of the complaints handling process as identified in the International Standard ISO 10002:2006 Customer Satisfaction – Guidelines for complaints handling in organisations.**

## **1. Commitment**

The City of Melville is committed to delivering great service to our customers and actively promotes a culture that strives to exceed our customers' expectations. The implementation of the customer feedback process demonstrates our commitment to providing an efficient, effective and systematic/consistent approach that strives for continuous improvement.

## **2. Fairness and Objectivity**

The City's handling of customer feedback is based on the City of Melville's values and guiding principles and is in line with the standards set by the Code of Conduct and Customer Service Charter. All feedback will be addressed in an equitable, objective and unbiased manner.

## **3. Resources**

The City will ensure that all staff, Elected Members and contractors are aware of the customer feedback process.

The City will ensure that staff receives adequate training and support in the City's customer feedback process.

The City will provide delegated authority to empower staff to take immediate action to resolve the cause/s for concern and offer compensation in accordance with the Service Recovery Matrix.

## **4. Visibility**

The City will ensure that the customer feedback process is publicised to staff, customers and other interested parties. A guide to customer feedback will be visible on all front counters and will promote access to the City's policy and procedure.

## **5. Access**

The City of Melville will ensure that staff and customers are aware of the customer feedback process.

The City will ensure all staff and customers have easy access to the City's customer feedback process including access via the City of Melville Intranet and Internet Web Site.

The City will ensure that customers are kept informed on the progress of feedback requiring specific action throughout the process.

The City will ensure that customers with special needs have access to special needs assistance (including interpreters) if required.

## **6. Assistance**

City of Melville staff will help customers provide feedback where this is requested.

The City of Melville will assist customers with special needs to access the customer feedback process.

## **7. Investigation of Complaints**

Every reasonable effort will be made to investigate all the relevant circumstances and information surrounding feedback as required.

## **8. Responsiveness**

The City of Melville will provide timely and equitable responses to feedback received.

Receipt of customer feedback will be acknowledged immediately. Feedback will be addressed promptly; customers should be treated courteously and kept informed of the progress of their feedback throughout the process.

The City of Melville will ensure that feedback is processed within the timeframes specified in the City of Melville Customer Service Charter.

## **9. Confidentiality**

Personally identifiable information concerning customer feedback should be available where needed, but only for the purposes of addressing the feedback within the organisation and should be actively protected from disclosure, unless the customer expressly consents to its disclosure.

## **10. Charges**

The City will not charge for dealing with customer feedback unless relevant legislation requires the City to charge a fee.

Access to the customer feedback process will be free of charge to the customer.

## **11. Remedies and Resolution of Feedback**

The decision or action taken regarding the customer feedback will be communicated to the customer as soon as the decision or action is taken.

The City recognises the various remedial methods that can be used to deal with feedback.

- a) A review of the issue;
- b) Information to the customer as to how the feedback was dealt with;
- c) A change to the decision;
- d) A conciliation process;
- e) Referral to third party for appeals e.g. State Administrative Tribunal, the State Ombudsman's Office;
- f) Other remedies that are considered appropriate to the circumstances i.e. an apology.

Reference is to be made to the City of Melville Guidelines for Empowerment and Service for further information regarding service recovery responses.

## 12. Data Collection

The City will collect and register data on customer feedback through the City's Customer Relationship Management System (Pathway).

## 13. Continual Improvement and Systemic and Recurring Problems

The City of Melville will utilise the customer feedback data to identify opportunities to improve the current process and organisational processes and practices.

The continual improvement of the customer feedback process and the quality of services will be a permanent objective of the organisation.

## 14. Accountability

The City will ensure that each service area is accountable for customer feedback. Service Area Managers will be responsible for reports on all feedback received for their area and on the actions and decisions of the organisations with respect to this feedback.

## 15. Review

The City's customer feedback process will be reviewed annually.

### Other References that may be applicable to this Policy

Legislative Requirements:

Delegated Authority:

Plan / Policy / Framework: Customer Framework

Procedure: Draft Complaints Handling Procedure

Work Instructions / Process Maps: Draft Pathway – Customer Complaints Handling

Forms / Supporting Documents (internal): Guidelines for Empowerment and Service Recovery

Supporting Documents (external): The Australian Standards on Complaints Handling (ISO 10002:2006)

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### Origin/Authority

Executive Management Team Meeting

21 October 2014

### Reviews

Manager Neighbourhood Development  
Manager Neighbourhood Development

October 2014  
August 2016