

## Customer Feedback Policy

**Policy Type: Council Policy**  
**Policy Owner: Chief Executive Officer**

**Policy No.: CP- 112**  
**Last Review Date: June 2020**

### Policy Objectives

- Document the City's position in relation to customer feedback
- Outline customers rights to respectfully provide feedback
- Ensure it is easy for customers to provide feedback and that when received by the City it is managed in a respectful, and timely manner that achieves the right balance between transparency and confidentiality
- Enable the data and information received from customer feedback to help improve City policies, processes, products, services, events, facilities and customer service culture
- Enhance community confidence in the City's commitment to continuous improvement.

### Policy Scope

The City considers customer feedback to include complaints, compliments and suggestions.

This policy therefore applies to all compliments, complaints and suggestions received from customers.

For the purposes of this policy, the following matters are not classified as customer feedback and are therefore outside the scope of this policy:

- Feedback obtained during stakeholder and community engagement processes
- Queries and requests for specific information
- Requests for a direct service
- Reports of hazards (e.g. fallen trees)
- Disputes concerning neighbours
- The lodging of an appeal or request to review a decision.

## Definitions

For the purposes of this policy, the following definitions apply:

**Complaint** is an expression of dissatisfaction about something over which the City has control

**Compliment** is an expression of satisfaction relating to a matter over which the City has control

**Customer Feedback** includes complaints, compliments and suggestions received from customers

**Request for Service** is defined as a request for the provision of a City service or particular action

**Suggestion** is an idea submitted with the aim of improving a matter over which the City has control.

## Policy Statement

The City acknowledges the right of customers to provide feedback in a respectful manner.

The City's stated vision, as informed by community engagement, is "working together to achieve community wellbeing for today and tomorrow".

The City is committed to delivering great customer service to our customers and actively promotes a culture that respects customer feedback which helps improve outcomes for them as individuals whilst balanced against the need to also achieve acceptable outcomes for the broader community of today and tomorrow.

The effective implementation of this customer feedback policy will result in the City's commitment to continuous improvement of matters over which the City has control being demonstrated and as such, provides an open and transparent avenue for customer feedback.

Feedback may be provided by completing the Feedback Form on the City's website or by email, letter or verbally in person at any City of Melville service point or over the telephone.

## Guiding Principles

The City's handling of customer feedback is based on the City's values and is in line with the standards set by the City's Code of Conducts for elected members and staff, and Customer Service Charter.

### Access

The City is committed to making it easy for customers to provide feedback by ensuring:

- The process to raise customer feedback does not put unnecessary barriers in place
- Assistance is provided to those customers wishing to provide customer feedback, including customers with special needs (including interpreters)

### **Accountability**

Each staff member at each level within the City is accountable for managing customer feedback in their area of responsibility.

### **Confidentiality**

Personal information collected in relation to customer feedback is confidential and will only be used for the purposes of addressing the feedback and any follow up actions.

### **Continuous Improvement**

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

### **Customer Focus**

The City is committed to respectful, open and transparent communication with its customers and welcomes customer feedback.

### **Fairness and Objectivity**

All customer feedback will be addressed in a respectful, equitable and objective manner.

### **Mutual Respect**

The recognition that a successful customer service interaction requires equally respectful and appreciative contributions from both the customer and the City's representatives.

### **Responsiveness**

Customer feedback received by the City will be acknowledged within two working days. Depending on the nature of the feedback, the City may seek further information from customers prior to providing a final response.

### **Visibility**

The City will ensure that the customer feedback process is well publicised via the City's website and customer service points.

### **Evaluation**

An annual report will be provided to Council that includes a review of the effectiveness of this policy, providing customer feedback performance measures and any improvements undertaken as a result of this data.

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

Legislative Requirements:

Delegated Authority:

Plan / Policy / Framework: Community and Stakeholder Relationship Framework

Complaints Management Policy

Procedure: Complaints Management Procedure

Customer Feedback Management Procedure

Work Instructions / Process Maps: WI- Registering and Actioning Feedback in Pathway Smart Client

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

Management of Unreasonable Conduct Guidelines

Supporting Documents (external): Guidelines on Complaints Handling – Ombudsman Western Australia

ISO 10002:2018 Quality Management – Customer Satisfaction – Guidelines for

Complaints Handling in Organisations

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**Origin/Authority**

Executive Management Team Meeting – Operational Policy

21 October 2014

**Reviews**

Manager Neighbourhood Development

August 2016

Manager Neighbourhood Development

August 2019

Chief Executive Officer – Recommend change to Council Policy

May 2020