

# Customer Feedback Management Policy

<b>Policy Type: Operational Policy</b> <b>Policy Owner: Director Community Development</b>	<b>Policy No.: OP- 022</b> <b>Last Review Date: 13 February 2020</b>
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## Policy Objectives

- Document the position of the City in relation to customer feedback
- Provide a framework to ensure that the customer feedback received by the City is managed in a friendly, respectful, confidential, transparent and timely manner
- Enable the City to use the data and information received to drive improvements to policies, process, products and service
- Enhance community confidence in the City's commitment to continual improvement

## Policy Scope

The City considers customer feedback to include compliments, suggestions and complaints. However, due to the specific handling required for complaints, the City has a dedicated complaint handling policy. Therefore, this policy applies to all compliments and suggestions received from customers in relation to:

- A City policy, product, service, event or facility.
- The service provided by a City employee, elected member or a contractor.
- A third party who is under the jurisdiction of the City.

This policy and the principles within it, apply to all City staff, elected members and contractors of the City that receive and manage customer feedback.

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

- Feedback obtained during stakeholder and community engagement processes.
- Enquiries and requests for specific information.
- A request for service.
- Complaints.

## Definitions

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

**Customer feedback** includes any compliments or suggestions received from customers where a response is not explicitly or implicitly expected or legally required.

**Compliment** is defined as an expression of satisfaction relating to a City product, service or staff member.

**Suggestion** is defined as an idea submitted with the aim of improving products or service provision.

**Complaint** is defined as an expression of dissatisfaction about products, services, staff or information provided by the City, or the handling of a complaint, where a response or resolution is explicitly or implicitly expected or legal required.

**Customer** includes residents, rate payers, members of the public receiving advice, a service, using facilities, or engaging in a business relationship or any other person or organisation having an interest in the functions or activities of the City.

**Request for Service** is defined as the provision of a City service, action required to address a problem. *For example, a customer at the Aquatic Centre tells a staff member there is no hot water in the shower. This is a request for service and the staff member must rectify the problem. If the problem is not rectified, and the customer must repeatedly ask for hot water over a several visits this may escalate into a complaint.*

## Policy Statement

The City 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 policy demonstrates the City's commitment to continuous improvement and as such, provides an open and transparent avenue for customer feedback

The City acknowledges the right of customers provide feedback.

## 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 Code of Conduct and Customer Service Charter.

The following guiding principles are adopted when handling customer feedback:

**Customer Focus**                      The City is committed to open and transparent communication with its customers and welcomes customer feedback.

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<b>Visibility</b>	The City will ensure that the customer feedback policy and procedures are well publicised to customers, staff and other interested parties via the City's intranet, website and front counters.
<b>Access</b>	<p>The City is committed to making it easy for customers to provide feedback ensuring:</p> <ul style="list-style-type: none"><li>• the process to raise customer feedback is easy</li><li>• assistance to those customers wishing to raise customer feedback, including customers with special needs or requiring special needs assistance (including interpreters).</li></ul>
<b>Accountability</b>	Each City staff member at each level within the City is accountable for managing customer feedback in their area of responsibility. If staff does not have the necessary expertise or experience, they are to refer the feedback onto the next level of management within their team. Support for managing customer feedback can be sought at any time from the Customer Relations Improvement Officer.
<b>Confidentiality</b>	Personal information collected in relation to customer feedback is confidential and will only be used for the purpose of addressing the feedback and any follow up actions.
<b>Responsiveness</b>	<p>Customer feedback received by the City will be acknowledged within 48 hours. Depending on the nature of the feedback, the City may seek further information from the customer either by telephone, in writing or meeting in-person.</p> <p>The City records all customer feedback in the City's Customer Request Management System for recording, tracking and responding to customer feedback to ensure that they are actioned appropriately.</p>
<b>Fairness and Objectivity</b>	All customer feedback will be addressed in a respectful, equitable, objective manner.
<b>Continual Improvement</b>	<p>The City of Melville will utilise the customer feedback data to identify opportunities to improve the current process and organisational processes and practices.</p> <p>The continual improvement of the customer feedback process and the quality of services will be a permanent objective of the organisation.</p>
<b>Charges</b>	The City will not charge for dealing with customer feedback unless relevant legislation requires the City to charge a fee.

## How to provide feedback

Customers can provide feedback via the following methods:

Website: **[www.melvillecity.com.au](http://www.melvillecity.com.au)**

Email: **[melinfo@melville.wa.gov.au](mailto:melinfo@melville.wa.gov.au)**

Telephone: During business hours (Monday to Friday from 8:30am – 5:00pm):  
**1300 635 845 or 9364 0666**

For hearing or speech impaired:

National Relay Service (TTY) **133 677**

For interpreting:

TIS National **130450**

In person: At any City of Melville facility and to any City staff, elected member or contractor of the City

Mail: **City of Melville**  
**Locked Bag 1**  
**BOORAGOON**  
**WA 6954**

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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

Procedure: Feedback Handling Procedure

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

Forms / Supporting Documents (internal): The Melville Way – Guide for Customer Service Excellence

Customer Service Charter

Code of Conduct

Supporting Documents (external):

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**Origin/Authority**

**Executive Management Team Meeting**

**5 August 2020**

**Reviews**