

Management report to Council

Agenda item 6.1

Refresh of City of Melbourne Customer Service Charter

Council

Presenter: Tanya Wolkenberg, Acting Director Customer Relations

26 March 2024

Purpose and background

1. The purpose of this report is to seek endorsement of the updated City of Melbourne Customer Service Charter (Charter). The organisation first introduced the Charter in 2013 and amended it in 2020.
2. The Charter outlines the organisation's values, purpose and commitments to our customers. The Charter is a key enabler of the City of Melbourne's transformation to become a customer-centric organisation, and sets an aspiration to deliver the best customer experience interaction consistently across the customer's channel of choice.
3. A human centred design approach was applied to develop the Charter including undertaking customer research and benchmarking.

Key issues

4. The Charter includes a set of behavioural commitments that align with the City of Melbourne's values, reflect contemporary industry standards and best practice, and set a level of service standards that the organisation will commit to now and into the future.
5. The response timeframes apply to the organisation's official channels, which can be measured. The timeframes are ambitious compared to current performance and 2024 will be a year of implementation to help the organisation move towards the new targets.
6. Annual review, performance monitoring and customer surveys will be undertaken to ensure that the Charter commitments are achievable, aligns with best practice and with customer expectations.
7. The behavioural and timeframes for resolution commitments were tested with customers who felt that the commitments were clear, relevant to their experience and in line with their expectations of the organisation.
8. The costs of the development, communication and roll-out of the refreshed Charter are provided for in the current budget.

Recommendation from management

9. That Council:
 - 9.1. endorses the refreshed Customer Service Charter
 - 9.2. authorises the Chief Operating Officer to make any further minor editorial changes to the Customer Service Charter prior to publication.

Attachments:

1. Supporting attachment (page 2 of 5)
2. Customer Service Charter (page 3 of 5)

Supporting Attachment

Legal

1. Section 107(1) of the *Local Government Act 2020* (Act) provides that the Council must develop and maintain a complaints policy, and identifies processes that must be included in that policy. The Charter aligns with the complaints policy

Finance

2. The costs of the development, communication and roll-out of the refreshed Charter are provided for in the Customer Relations 23/24 FY budget.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

4. Following the adoption of this resolution, a consultation period will take place to engage staff regarding the implementation of the Charter and to communicate the new performance targets. This will lead into the formalisation of training and support for the impacted employees.

Stakeholder consultation

5. No further external stakeholder consultation is proposed at this stage. Twenty customers were engaged during the development of the refreshed Charter and the commitments and timeframes were tested with them. The consultation showed strong support and adoption of the behavioural and timeframe for resolution commitments. The Charter implementation will be reviewed in Q3 2024-25.

Relation to Council policy

6. The refreshed Charter is consistent with the Council Vision to be a City of Possibility from the 2021-25 Council Plan. It also aligns with the vision of City of Melbourne Corporate Strategy (Unlocking the Possibility), and in particular the objective of 'Connected and collaborative', which states that 'we strive to be a connected organisation that delivers seamless experiences'.
7. The refresh of the Charter supports Major Initiative 10 that aims to develop a corporate strategy for the City of Melbourne to drive exemplary customer service, digitise services and operations, improve productivity and identify new revenue opportunities.

Environmental sustainability

8. In the development of this proposal, environmental sustainability issues or opportunities were considered but assessed as not relevant to this proposal. Internal and external communication actions and learning programs will be mostly delivered on-line or in person and will minimise the use of paper-based artefacts.

City of Melbourne Customer Service Charter



CITY OF MELBOURNE

The Customer Service Charter outlines the City of Melbourne's values and commitments to our customers. It's a promise we make to each customer to deliver the best experience in every interaction.

Customer queries help us understand and respond to community needs – so we encourage you to reach out. Working together, we can shape a vibrant future for Melbourne.

Our commitment to you

We aim to provide exemplary customer service and seamless, connected customer experiences.

We are committed to:

- being caring and empathetic when speaking to you
- understanding everything you need, and why it is important to you
- helping you quickly find the right information or person to talk to the first time
- being up-front, setting honest expectations and keeping you up to date
- taking ownership of your enquiry and ensuring it is resolved
- being curious and willing to learn so we can unlock opportunities and better ways to help you.

We are also committed to understanding our neighbourhoods, which helps us better connect and respond to unique community and customer needs.

We encourage you to contact us on our official channels. When you do so we commit to the following response and resolution times.

Response times

When you contact us, we aim to meet the following response times:

Phone, live chat or in-person

We will endeavour to respond **immediately**, or minimise your waiting time.

Email or social media

We will acknowledge your message within **one business day**.

Resolution times

After you contact us, we will record your request in our system and provide a reference number. Then we aim to meet the following resolution times:

• When you ask a question

We will attempt to resolve your enquiry when you first reach us. If this is not possible, we will contact you **within three working days** with an answer or a timeframe for resolution.

• When you report an issue or request a service

We will give you a specific timeframe for completion and then tell you when your request is complete.

If we require more time to complete the work, we will update you with a revised timeline and the proposed course of action. If we cannot action your request (for example, due to regulatory constraints or specific circumstances), we will contact you and tell you why.

How you can help

To help us deliver the best experience to you, we ask that you:

- Let us know when your contact details or circumstances change so we can keep our information up-to-date.
- Be polite and respectful towards our employees and other customers. The City of Melbourne supports a safe work environment including the use of appropriate language and behaviour, free from discrimination or harassment.
- Understand that we will not tolerate behaviour that is likely to put someone in physical danger or make them feel anxious, threatened, or disrespected. Our employees are trained to report inappropriate conduct immediately and we reserve the right to end a call or ask you to leave, and we may contact the police if you refuse to comply.

Customer service values

Our values underpin the way we deliver services and experiences to our customers:

- Integrity – We take responsibility for our actions in an honest and open way providing you with timely updates and clear communication.
- Courage – We willingly take steps to create new and better ways of doing business to provide you with better outcomes.
- Accountability – We hold ourselves accountable for our decisions and actions, and communicating openly on the outcomes of your request.
- Respect – We consider and value the perspective and contribution of others.
- Excellence – We continuously improve our performance to achieve outstanding outcomes for Melbourne.

Feedback

We seek and welcome all customer feedback to understand if you are satisfied or dissatisfied with our services, and why. We use customer feedback to monitor and improve our services.

Provide [feedback](#).

Complaints

We aim to identify your issue early and resolve it as soon as possible.

If your experience with the City of Melbourne didn't meet your expectations, please take the time to let us know.

We take complaints seriously and attempt to resolve any issue. We use complaints data to improve our services.

[Make a complaint](#).

Contacting us

Access our services online:

You can access information and request key services 24/7 on the [City of Melbourne's services pages](#).

The City of Melbourne is here to help. If you require immediate assistance, please contact us by phone.

In person

Customer Service Centre at Melbourne Town Hall
120 Swanston Street, Melbourne
8.30am to 5pm, Monday to Friday (public holidays excluded)

Delivery address for couriers

City of Melbourne
c/o- Door 2, 1D Marine Parade
Abbotsford VIC 3067

Note: The City of Melbourne does not accept hand-delivered items or submissions. These need to be sent by post or courier.

Multilingual and translation services

Our [multilingual service](#) offers assistance to people from a non-English speaking background.



Interpreter services

We cater for people of all backgrounds
Please call 03 9280 0726

03 9280 0717	廣東話
03 9280 0719	Bahasa Indonesia
03 9280 0720	Italiano
03 9280 0721	普通话
03 9280 0722	Soomaali
03 9280 0723	Español
03 9280 0725	Việt Ngữ
03 9280 0726	عربي
03 9280 0726	한국어
03 9280 0726	हिंदी
03 9280 0726	All other languages

Phone

+61 3 9658 9658
7.30am to 6pm, Monday to Friday (public holidays excluded)
Outside of these hours, contact us for emergencies and time critical issues.

Postal address

GPO Box 1603
Melbourne VIC 3001

Social media

[Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

Relay and accessible services

Please call via the National Relay Service:
Teletypewriter customers: 133 677
Speak and Listen customers: 1300 555 727

Our commitment to privacy

We view the protection of your personal information as an integral part of our commitment towards complete accountability and integrity in all our activities and programs. The [Privacy Policy](#) outlines our policies relating to the management of personal information as required by the *Privacy and Data Protection Act 2014*. You can elect to remain anonymous when requesting a service or reporting an issue; in some instances we may be unable to action your request or advise you on its outcome.

