

**Summary of On Exhibition Engagement Activities for
Draft Customer Experience Framework.
Including the Draft Customer Experience Standards
and Managing Unreasonable Customer Conduct**

On Exhibition: Monday 17 December 2018 until close of business Monday 4 February 2019

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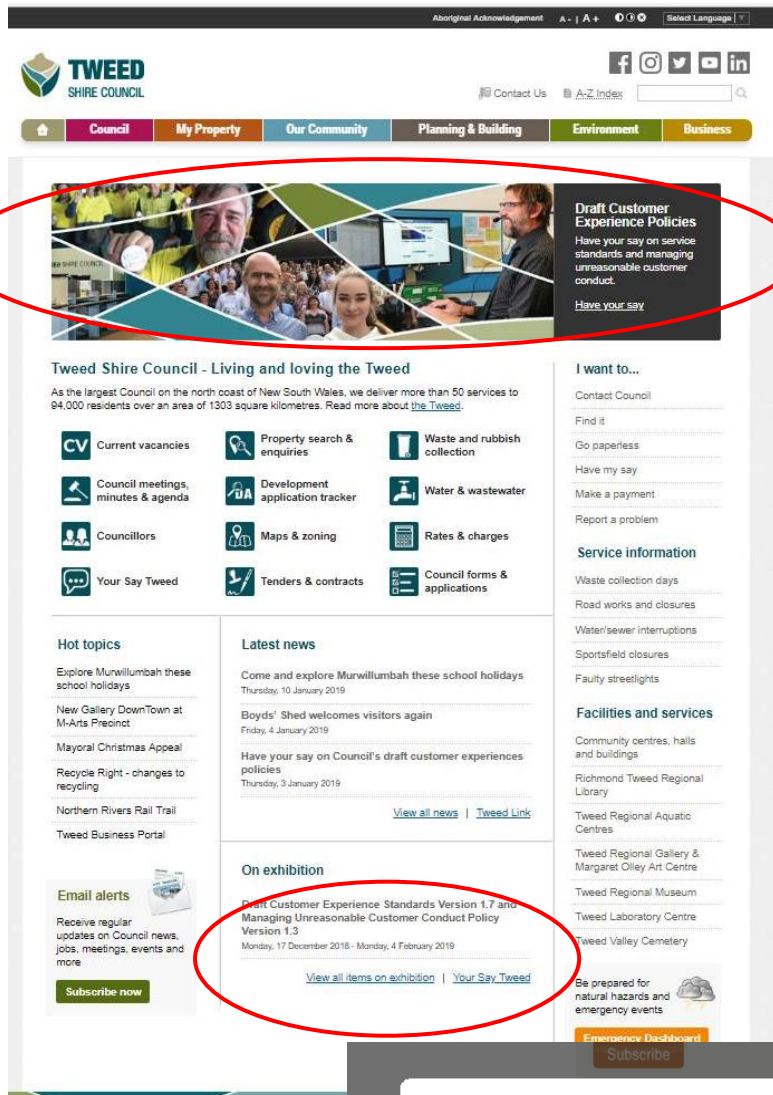


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Engagement and Notification Activities

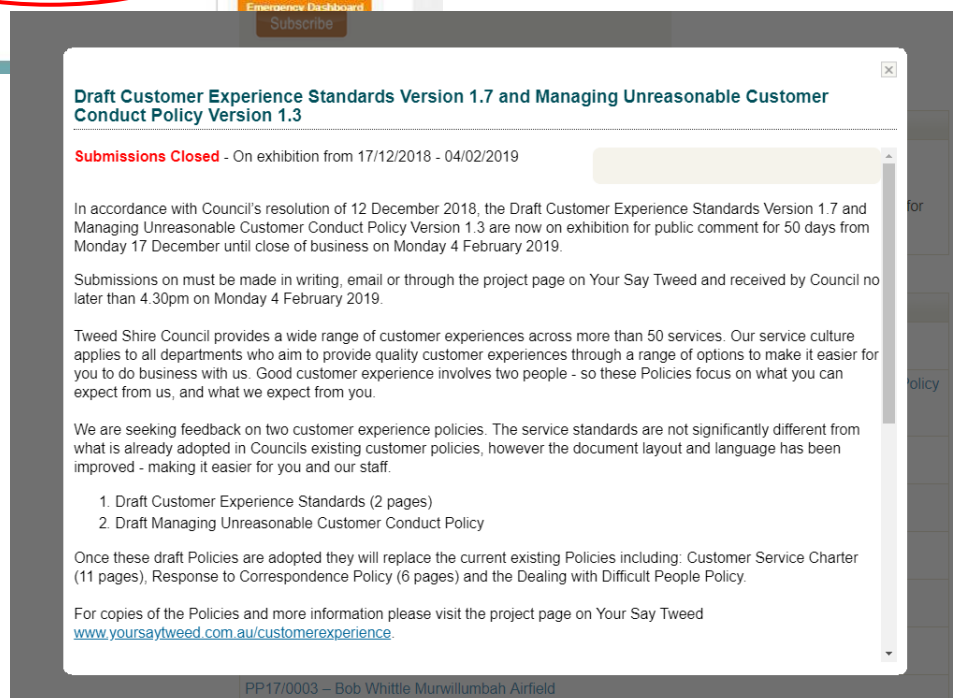
1.1 TSC Website



The main Council website banner displayed a call to action for users to go to the Project Page on Your Say Tweed, encouraging them to have their say.

This appeared for a 2-3 week timeframe in December and again for a week in January.

The On Exhibition notification was on the website for the duration.



1.2 Your Say Tweed – Project Page

The [Your Say Tweed project page](#) had 995 visits during the Exhibition period with peak visits in January and again in February. There were three comments on the Guestbook, and 9 submissions completed through the survey tool.

Document Downloads:
DRAFT_Customer Experience Standards_Nov2018
 Visits: 130 Views/Downloads: 175

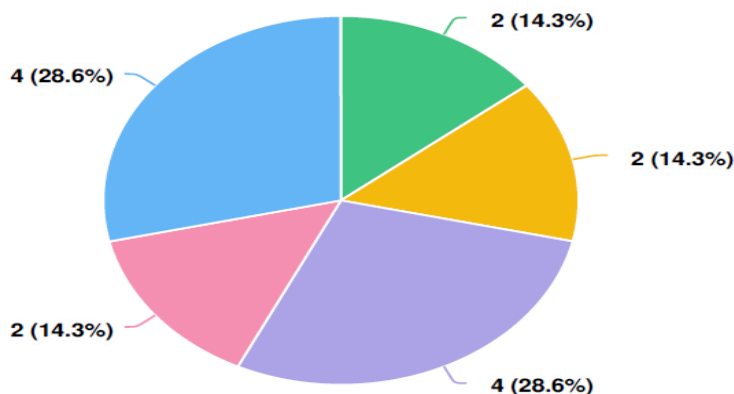
DRAFT Unreasonable Customer Conduct Policy_Nov2018
 Visits: 93 Views/Downloads: 110

Customer Experience Framework at Tweed Shire Council
 Visits: 17 Views/Downloads: 18

Current Volumes of Customer Interactions
 Visits: 15 Views/Downloads: 15

Quick Poll: 14 people completed the Quick Poll.

Tell how you usually do business with Council?




Question options

- In person
- Over the phone
- Email
- Website
- Social Media

(14 responses, 0 skipped)

1.3 Your Say Tweed – Email newsletter

A dedicated email was sent to the 2574 subscribers of Your Say Tweed to encourage users to have their say.



Tell us what you think about your customer experiences with Council

We are starting 2019 with an opportunity to provide feedback on **customer experience**. We have updated two operational policies and we'd like to know what you think:

1. **Draft Customer Experience Standards**
2. **Draft Managing Unreasonable Customer Conduct Policy**

Good customer experience involves two people - so these policies focus on what you can expect from us and what we expect from you.

The draft policies will be open for your feedback until 4.30pm 4 February 2019.

Have your say

- Visit the [project page](#) to learn more about the draft policies and our current volume of customer interactions.
- Leave us a comment in the [online guestbook](#).
- **Make a submission** by providing feedback on the draft policies.
- Tell us how you usually do business with us by completing the [quick poll survey](#).

Do you know someone who might like to provide feedback on customer experience? Encourage family and friends to [register for Your Say Tweed](#) and help us make better decisions.

For the latest news and information follow us on [Facebook](#) and [Instagram](#).

You're receiving this email because you are a registered participant on Your Say Tweed.
 Powered by [EngagementHQ](#)
[Unsubscribe](#)

1.4 Email to Resident and Ratepayer Groups, Environment Groups and Business and Industry Groups: email sent 2 January 2019

Subject: On Exhibition - Draft Customer Experience Standards and Managing Unreasonable Customer Conduct Policies

Dear Resident, Environment and Industry Group Stakeholders, |

Firstly, happy New Year and welcome to 2019.

Council currently has draft updated **Customer Experience Standards and Managing Unreasonable Customer Conduct** policies On Exhibition for a period of 50 days until 4.30pm on Monday 4 February 2019.

I encourage you to advocate within your groups and consider providing feedback or to make a submission on the policies. You can see the project page on Your Say Tweed at www.yoursaytweed.com.au/customerexperience which also has some extra information about the policy framework, and our current volume of customer interactions.

Tweed Shire Council provides a wide range of customer experiences across more than 50 services. Our service culture applies to all departments who aim to provide quality customer experiences through a range of options to make it easier for you to do business with us. Ultimately, good customer experience involves two people - so these Policies focus on what you can expect from us, and what we expect from you.

1. Draft Customer Experience Standards (2 pages) - The service standards are not significantly different from what is already adopted in Councils existing customer policies, however the document layout and language has been improved - making it easier for you and our staff. When these standards are eventually adopted, they will replace the current: [Customer Service Charter](#) (11 pages), [Response to Correspondence Policy](#) (6 pages).

2. Draft Managing Unreasonable Customer Conduct Policy – the draft Policy has been updated to reflect best practice, align with the Ombudsman office guidelines and focus on ensuring our staff and customers have a clear understanding of expected behaviours, and the consequences when unreasonable behaviours are displayed. When this Policy is eventually adopted, it will replace the existing [Dealing with Difficult People Policy](#).

Please take the time to review these Policies and make a submission by 4.30pm Monday 4 February 2019. You can make a submission by:

1. Leaving a quick comment in the guestbook or complete the 'Make a submission' form for a more detailed response on the project page www.yoursaytweed.com.au/customerexperience
2. Email your submission to tsc@tweed.nsw.gov.au or
3. Send it by mail to: Customer Experience Framework, General Manager, Tweed Shire Council PO Box 816, MURWILLUMBAH NSW 2484.

If you have any questions about the policies, please contact Tiffany Stodart, Manager Communication and Customer Experience on (02) 6670 2737.

Kind regards
Suzanne

Suzanne Richmond BA Hons (Psychology)
Executive Manager People, Communication
and Governance



1.5 Tweed Link

The formal On Exhibition notification appeared in the Tweed Link, Issue 1085, 18 December 2018.

www.tweed.nsw.gov.au/Controls/TweedLink/Documents/Tweed_Link_1085_18%20Dec_web.pdf

On exhibition

Draft Customer Experience Standards Version 1.7 and Managing Unreasonable Customer Conduct Policy Version 1.3

In accordance with Council's resolution of 12 December 2018, the *Draft Customer Experience Standards Version 1.7* and *Managing Unreasonable Customer Conduct Policy Version 1.3* are now on exhibition for public comment for 50 days from Monday 17 December until close of business on Monday 4 February 2019.

Submissions must be made in writing, email or through the project page on Your Say Tweed and received by Council no later than 4.30pm on Monday 4 February 2019.

Public submissions must clearly note the subject 'Draft Customers Experience Standards' or 'Managing Unreasonable Customer Conduct' and be addressed to General Manager, Tweed Shire Council, PO Box 816, Murwillumbah NSW 2484

Submissions can also be emailed to tsc@tweed.nsw.gov.au or made through the project page on Your Say Tweed www.yoursaytweed.com.au/customerexperience

It should also be noted that Council has adopted a policy whereby, on request any submission including identifying particulars will be made public. Council will give consideration to the 'Public Interest' and requests for confidentiality by submitters in determining access to submission letters. However, the provisions of the *Government Information (Public Access) Act 2009* – GIPAA may result in confidential submissions being released to an applicant.

For enquires please contact Council's Communication and Customer Experiences Unit on (02) 6670 2400.

A follow up editorial piece was on the front page in the 15 January 2019 Issue 1096.

www.tweed.nsw.gov.au/Controls/TweedLink/Documents/Tweed_Link_1086_15%20Jan_web.pdf

What's been your experience as a customer of Tweed Shire Council?

Two draft updated policies now on exhibition for public comment focus on what you can expect from Council and what Council expects from you.

Following Council's resolution of 12 December 2018, the *Draft Customer Experience Standards Version 1.7* and *Managing Unreasonable Customer Conduct Policy Version 1.3* are now on exhibition for public comment until close of business on Monday 4 February 2019.

Here's a snapshot of Council's average customer interactions each month: 4,000 over the counter enquiries, 7,000 phone calls, 200,000 emails, 1,000 letters, 45,000 website sessions and 66 private and direct messages through social media, mostly Facebook.

Executive Manager People, Communication and Governance, Suzanne Richmond said Council provided a wide range of customer experiences across more than 50 services.

"Our service culture applies to all departments who aim to provide quality customer experiences through a range of options to make it easier for you to do business with us," Ms Richmond said.

"Good customer experience involves two people – so these policies focus on what you can expect from us, and what we expect from you."

"While the service standards are not significantly different from what is adopted in Council's existing customer policies, the documents layout and language has been improved – making it easier for you and our staff," Ms Richmond said.

Examples of the service standards in the *Draft Customer Experience Standards Version 1.7* Policy include: answering 80 per cent of phone calls within one minute; returning missed calls within two business days and action, respond to or acknowledge 80 per cent of customer service requests within 10 business days.

The *Draft Managing Unreasonable Customer Conduct Policy*

Version 1.3 outlines four types of customer conduct considered to be unreasonable: unreasonable persistence, unreasonable demands, unreasonable lack of cooperation and unreasonable behaviours.

Once these draft policies are finalised and adopted they will replace the current policies including the Customer Service Charter (11 pages), Response to Correspondence Policy (six pages) and the Dealing with Difficult People Policy.

For copies of the policies and more information, please visit the project page on Your Say Tweed www.yoursaytweed.com.au/customerexperience

Send your submissions to tsc@tweed.nsw.gov.au, by mail to: Customer Experience Framework, General Manager, Tweed Shire Council, PO Box 816, Murwillumbah NSW 2484 or through the project page on Your Say Tweed www.yoursaytweed.com.au/customerexperience

1.6 Social Media and Digital Marketing

Throughout the Exhibition Period a range of social media posts and digital marketing campaigns were undertaken to promote the opportunity for Tweed residents to have their say on the Draft Customer Experience Policies.

More than 10,000 people were reached across the various social media activity campaigns, costing approximately \$250.

A number of comments were made against the various social media activity which have been reviewed and considered in the overall themes of the submissions, however not treated as submissions.

Tweed Shire Council
Published by Hootsuite [?] · January 10 at 8:05 AM · 🌐

Have your say on two draft Customer Experience Policies currently on exhibition for public comment.

They explain what you can expect from us and what we expect from you 🙌
<http://ow.ly/9S6O50k8JSI>

👁️ at our monthly average customer interactions 🙌

Our monthly customer interactions.....

- 📧 **200,000 emails**
- 🌐 **45,000 website sessions**
- 📞 **7,000 phone calls**
- 👤 **4,000 over the counter enquiries**

TWEED
SHIRE COUNCIL

2,357 People Reached 65 Engagements **Boost Post**

👍 🙌 Tanya Maree, Anthony Morton and 9 others 3 Shares

Digital Marketing Campaigns

Tweed Shire Council
Sponsored




We're always improving our 50+ services for residents across the Tweed. We'd like your views on two draft Customer Experience Policies. They explain what you can expect from us and what we expect from you.

[LEARN MORE](#)

Tweed Shire Council
Written by Steve Titman [?] · January 16 at 10:03 AM · 🌐

We're always improving our 50+ services for residents across the Tweed. We'd like your views on two draft Customer Experience Policies. They explain what you can expect from us and what we expect from you.




YOURSAYTWEED.COM.AU
Draft Customer Experience Policies [Learn More](#)
Submissions close on 4 Feb

6,975 People Reached	303 Engagements
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👍❤️👉 Robyn Clifford, Richard Bowe and 17 others 2 Comments 1 Share

Tweed Shire Council
Written by Steve Titman [?] · January 2 at 3:52 PM · 🌐

We're always improving our 50+ services for residents across the Tweed. We'd like your views on two draft Customer Experience Policies. They explain what you can expect from us and what we expect from you.



YOURSAYTWEED.COM.AU
Draft Customer Experience Policies [Learn More](#)
Submissions close on 4 Feb

460 People Reached	21 Engagements
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👍 Samuel K Dawson, Isabela Keski-Frantti and 5 others 1 Comment

👍 Like 💬 Comment ➦ Share 🌐

Tweed Shire Council
Written by Steve Titman [?] · January 2 at 3:52 PM · 🌐

We're always improving our 50+ services for residents across the Tweed. We'd like your views on two draft Customer Experience Policies. They explain what you can expect from us and what we expect from you.



YOURSAYTWEED.COM.AU
Draft Customer Experience Policies [Learn More](#)
Submissions close on 4 Feb

3,159 People Reached	231 Engagements
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👍❤️👉 Anne Bowden, Tony O'Toole and 10 others 5 Comments 1 Share

👍 Like 💬 Comment ➦ Share 🌐

1.7 Media Release

A Media Release was issued on Thursday 3 January 2019.

www.tweed.nsw.gov.au/Newsroom/2522

Media Release

Thursday 3 January 2019



Have your say on Council's draft customer experiences policies

Submissions welcome until Monday 4 February

What's been your experience as a customer of Tweed Shire Council?

Two draft updated policies now on exhibition for public comment focus on what you can expect from Council and what Council expects from you.

Following Council's resolution of 12 December 2018, the **Draft Customer Experience Standards Version 1.7** and **Managing Unreasonable Customer Conduct Policy Version 1.3** are now on exhibition for public comment until close of business on Monday 4 February 2019.

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Contact: Fran Silk (02) 6670 2575 or 0409 781 208
To view media releases online or to unsubscribe visit <http://www.tweed.nsw.gov.au/MediaCentre/MediaCentre.aspx>

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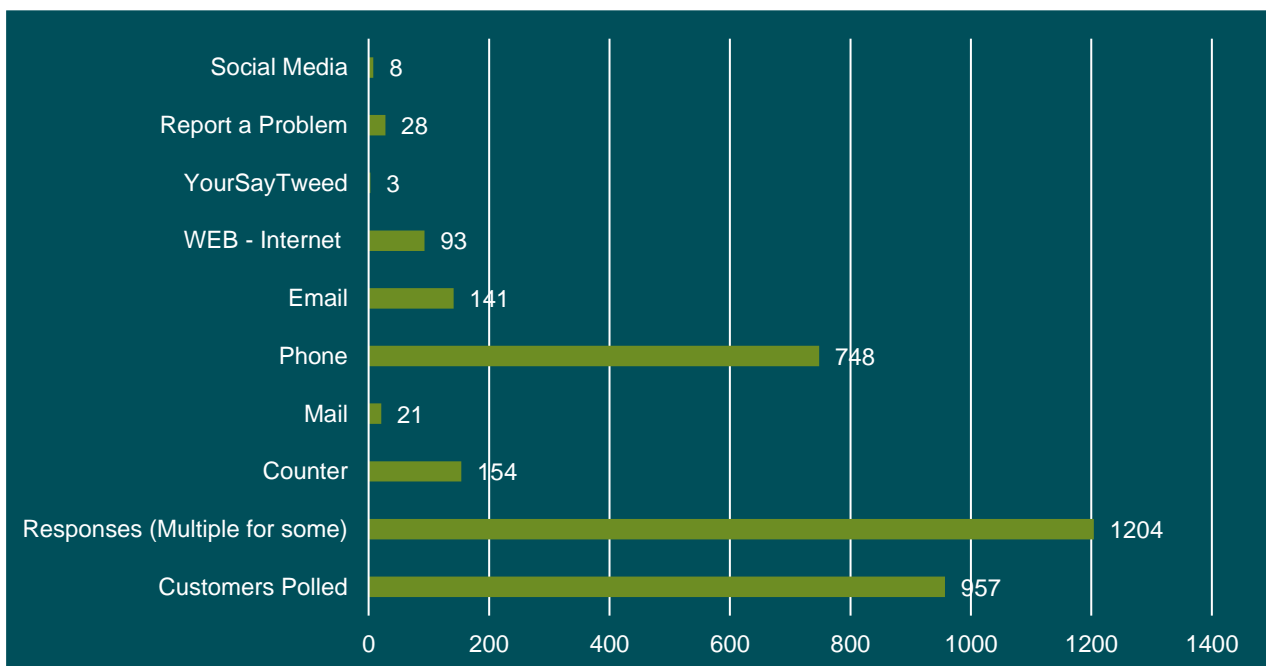
1.8 Contact Centre and direct customer engagement

The Contact Centre promoted the opportunity for customers to have their say in a few different ways including:

1. **Telephone Messaging:** Customers who called Council during the On Exhibition period heard a short recorded message in the queue to promote the opportunity to have their say on the draft customer experience policies.
2. **Copies of both Policies** were available at Council's Murwillumbah and Tweed Heads customer service counters and the Tweed libraries.
3. **Telephone Quick Poll:** Customers who called Council during the On Exhibition period were asked if they wanted to participate in a quick poll, the same poll question asked on Your Say Tweed – Tell Us How You Usually Do Business With Council?

Naturally these results are skewed because the method we were engaging through was over the phone, however it was simply a poll to engage our active customers and a great way to generate a conversation with customers. Staff were also able to capture a range of comments and feedback which are included below for information.

A total of 957 customers were polled, with 1204 responses (multiple options could be selected) with the following poll results.



General Customer Comments Received Grouped Into Service Type

Counter
wants us to have jobs ! Likes to see the person she speaks with
in her over 60 age bracket she prefers to ask more questions
Counter for more complex enquiries
Easier to explain & sort out matters face to face
Mainly counter for enquires, if maybe looking for resources possibly the internet.
Easier to explain & sort out matters face to face
Face to Face
Mail
likes hard copy mail
Phone
does not have a computer cannot afford it.
due to quick response.
prefers to phone resolved quickly
urgent phone best
in her over 60 age bracket she prefers to ask more questions
phone is more immediate response
Phone first, Counter if escalated.
Found Council to be excellent
Happy with wait times on phones, says he always gets straight through
Service is amazing compared to North Ryde. Very very happy with service.
Quite happy with TSC
Less chance for miscommunication.
Says 2 business days for a call back is not good enough
Doesn't have a PC
Depends on complexity of issue
because of mobility - in wheel chair
New resident - likes to speak to someone at Council
Prefers to speak with a person
Prefers to speak to a person - easier
Lives interstate
Uses BPOINT
always find staff on the Phone very helpful and responsive
Email
for urgent issues they phone , otherwise email
Depends on why they are contacting us - Some things they prefer to do in person.
Depends on urgency
Prefers written queries, gets frustrated when she receives a phone call in response to her written query.
Phone for payments, email for the rest.
As long as the email response is prompt and not days as when dealing with a builder they are wanting answers ASAP
also happy to provide updates and informaion from council via email
Never know how long it will take to get an answer back via email

Website
website can sometimes take longer so phone is number 1
Looks for info on web then calls or emails
Says calling is a waste of time
Website is too convoluted
Very happy with the website. Says we are much better than Sydney Councils
Search function on website is not great
Website first, will call if she cant find the info.
Depends on the query
Website is too convoluted - cant find the info he needs.
Website too convoluted
Phone when it is a little more involved
Called TSC when he couldn't find info on Website
Depending on the query for example caller had to inquire about his rates which he needed to call as appose to looking up on the website.
Would like a better key word search available - particular on the waste pages - this would provide better self-help and require less calls or emails
Would like to be able to check Rates/Water balances online
likes the self help on the internet however does struggle with key words from time to time
Social
Depending on the situation - Report A Problem
and snap send solve - Report a Problem
Does not use social media at all



TWEED

SHIRE COUNCIL

Customer Service | 1300 292 872 | (02) 6670 2400

tsc@tweed.nsw.gov.au

www.tweed.nsw.gov.au



PO Box 816

Murwillumbah NSW 2484